

# Dallas

MAY • 1960



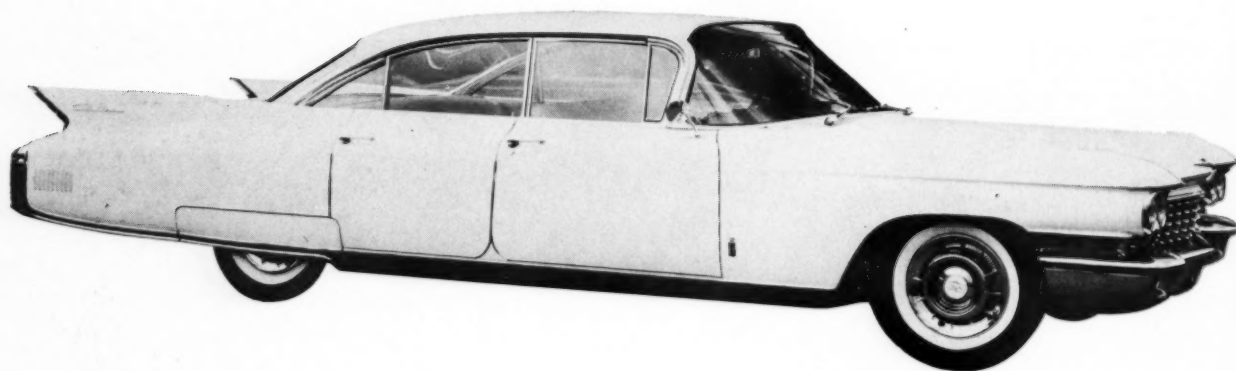
**\$250 MILLION WORTH OF GROWTH**

*In This Issue:*

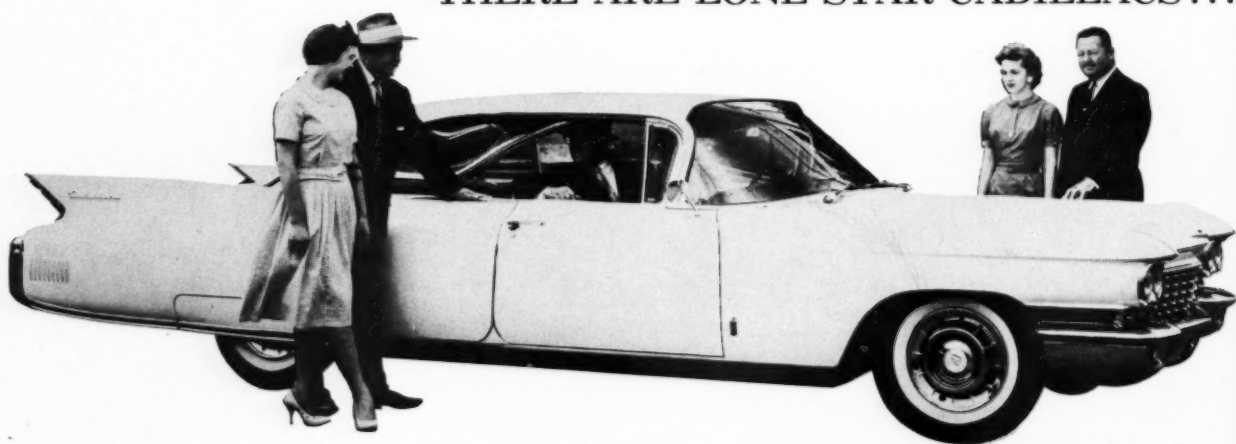
**DALLAS LEADS SOUTHWEST  
AS MANUFACTURING CENTER**

**A TEN-YEAR REPORT  
ON DALLAS CONSTRUCTION**

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THERE ARE LONE STAR CADILLACS...



AND THERE IS A MARKED DIFFERENCE!

The difference is people! Craftsmen... with Cadillac knowledge...  
with pride in this fine motor car... with desire to assure your motoring pleasure...

stand behind every Lone Star insignia. It's a *vital* difference. Visit the  
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**LONE STAR** *Cadillac* **COMPANY**  
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**NEW  
QUARTERS  
FOR  
OLD FRIENDS!**

**DALLAS**

**CHAMBER OF  
COMMERCE**

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Most precious of all land is land for growing businesses. It must have the right climate, in a city that appreciates businesses and helps them to expand. That's the Dallas success story! It must have the right location . . . near resources and roads and people with the ability to buy. Dallas has such land!

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Training and testing drivers is no ivory tower theorists job at ETMF. Safety Director D. R. Huddleston combines scientific analysis with his first-hand experience as a professional driver. There's a tough check list in his hand when he climbs into the right-hand seat of an ETMF truck...and every ETMF driver must meet the check-list's rigid specifications for care and skill. This continual training assures safe, courteous driving: to safeguard your shipments, to make highway travel safer for everyone. Watch for trucks with the blue-and-yellow ETMF oval: you'll see them setting a good example over 5,597 miles of highway. An example set by people working together... for you.

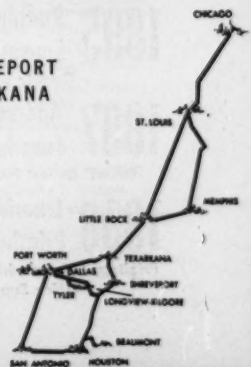
## PRINCIPAL TERMINALS:

- |            |             |               |            |               |              |
|------------|-------------|---------------|------------|---------------|--------------|
| • BEAUMONT | • FT. WORTH | • KILGORE     | • LUFKIN   | • PORT ARTHUR | • SHREVEPORT |
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## EAST TEXAS MOTOR FREIGHT

"GREAT LAKES TO THE GULF"

GENERAL OFFICES • DALLAS, TEXAS





# Dallas *Pioneers*



Established

**1857** Sanger Bros.  
in Texas

Opened Dallas Store in 1872

**1872** Huey & Philp  
Company

Wholesale Hardware, Hotel and  
Restaurant Supplies & Equipment

**1874** Bolanz &  
W. C. (Dub) Miller

Real Estate and Insurance

**1875** Dallas Transfer &  
Term. Whse. Co.

Warehousing, Transportation,  
and Distribution

**1876** Trezevant &  
Cochran

Insurance Managers

**1885** Mosher Steel  
Company

Structural Reinforcing  
Steel and Machinery Repairs

**1889** J. W. Lindsley  
& Company

Real Estate and Insurance

**1892** The Egan  
Company

Printing, Lithographing, and  
Embossed Labels

**1893** Oriental Laundry  
and Cleaners

Finer Laundering, Cleaning,  
and Fur Storage

**1895** Rudolph's Mkt. &  
Sausage Fac., Inc.

Quality Meats

**1897** Anderson  
Furniture Co.

Dallas' Oldest Furniture Store

**1898** Etheridge  
Printing Company

Printing, Lithographing, Engraving,  
Office Supplies



THE Old Moser Home and family group, shown above in the early 1880's provides a composite picture of the Victorian Era in Dallas. Located on the present site of the Merchants State Bank at Ross and Henderson, the domain of Chris Moser, right foreground, included 120 acres extending North and West and the College Hill Dairy. Chris Moser had come to Dallas from Switzerland about 1870. His son, A. C. Moser, Sr. standing in center, then ten years old, became a partner in the real estate firm of Loughboro & Moser in 1910. This year, his grand-sons, A. C. Moser, Jr. and Jack Moser are observing the fiftieth anniversary of Moser & Co., Realtors. The first office of the firm was located at 111 Martin Street then known as "Real Estate Row". Their first operations were tied up with residential property development in the immediate area of the home shown above. In the twenties, these operations extended North and East in the Greenville Avenue Area. During the past 15 years the business of the firm has primarily been in industrial and commercial property. The Moser Co. has played a part in locating many outstanding national firms in Dallas industrial districts. These include major warehouses for such firms as Goodrich and Goodyear. The firm recently handled negotiations on the Marriott Hotel site and the Executive House properties now under construction on Mockingbird Lane near Love Field. Their present offices are located in the Mercantile-Continental Building.

## Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

**1899** Seay & Hall

All Lines of Insurance

**1900** The Murray Co.  
of Texas, Inc.

Carver Cotton Gin Division 1807  
Boston Gear Works Division 1880  
Industrial Supply Division 1907

**1901** First Texas Phar-  
maceuticals, Inc.

In Dallas Since 1903

**1902** Hunter-Hayes  
Elevator Co.

Passenger, Freight and Home  
Elevators

**1903** Republic Insurance  
Company

Writing Fire, Tornado, Allied Lines,  
Inland Marine, and Automobile  
Insurance

**1904** Burton & Wilkin

"Insurance Experience that Serves"

**1906** Hesse Envelope  
Company

Manufacturers of Envelopes  
and File Folders

**1905** Rubenstein &  
Sons, Inc.

Gulf Princess, Ready To Fry  
Breaded Shrimp  
Lady Rite Shelled Pecans

**1910** Moser Co.  
Realtors

Industrial and Commercial  
Leases and Sales

**1911** Graham-Brown  
Shoe Company

Manufacturing  
Wholesalers

**1912** Stewart Office  
Supply Company

Stationers — Office Outfitters

**1914** Koch & Fowler  
and Grate, Inc.

Consulting Engineers



## CONTENTS THIS MONTH

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|   | Page   |
|---|--------|
| Inside DALLAS . . . . .   | 10     |
| Washington Report: Diplomats to Dallas . . . . .                        | 15     |
| Ten Year Construction Report . . . . .                                  | 18     |
| Dallas Leads Southwest as Manufacturing Center . . . . .                | 23     |
| \$250 Million Worth of Growth . . . . .                                 | 24     |
| Dallas Chamber Moves . . . . .  | 27     |
| Your Business Home in Dallas . . . . .                                  | 28     |
| World Center for Construction . . . . .                                 | 30     |
| Love Field Gains Latest Navigational Aid . . . . .                      | 34     |
| Dallas 12th in Nation as Wholesale Center . . . . .                     | 36     |
| Marketing and Manufacturing Boost Building Supply Field . . . . .       | 38     |
| Dallas Begins Sixties with Multi-Million Dollar Projects . . . . .      | 40     |
| Dallas Leads in Homebuilding and Suburban Expansion . . . . .           | 42     |
| Construction Materials Mart: Showcase for the Building Trades . . . . . | 48     |
| Dallas County YMCA Launches Drive . . . . .                             | 51     |
| Dallas Plays Host to the World . . . . .                                | 52     |
| Industrial Dallas, Inc., Brings More Business for Dallas . . . . .      | 56     |
| State Fair Musicals . . . . .   | 60     |
| Ling-Temco Electronics: Proposed Merger by Two Dallas Giants . . . . .  | 62     |
| One-Day Drive Scores Success . . . . .                                  | 64     |
| Young Men Going Places: Carl Wallace . . . . .                          | 73     |
| Women in Business: Lee Dillon . . . . .                                 | 81     |
| Ad Index . . . . .  | 110    |
| Pioneer Pages . . . . .   | 6, 111 |

# Dallas

VOLUME 39

NUMBER 5

|  |    |
|--|----|
| News Spotlight . . . . .                 | 74 |
| World Trade . . . . .                    | 82 |
| New and Expanding<br>Business . . . . .  | 84 |
| Appointments and<br>Promotions . . . . . | 90 |

MAY • 1960

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

## DALLAS CHAMBER OF COMMERCE

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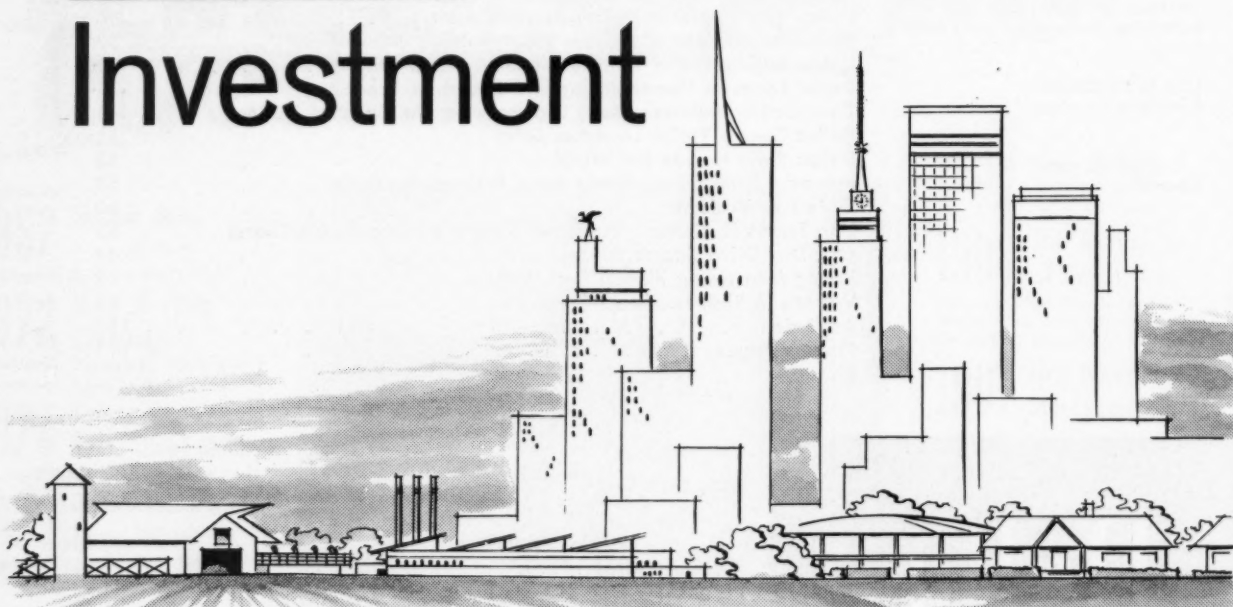
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# REAL ESTATE... STILL Your Best Investment



**L**and ownership has been proven again and again to be your best investment — your greatest asset.

Wise investments in real estate — through the experienced, professional counseling of your Realtor — can help assure the future growth and prosperity of your company.

See your Realtor today. He will help guide you in making your most important investment — Dallas real estate.

*In Dallas, a Realtor is a member  
of the Dallas Real Estate Board.*

**DALLAS REAL ESTATE BOARD**

417 N. ERVAY

RI 7-5109



# WELCOME TO THE DALLAS CHAMBER OF COMMERCE, ANOTHER OUTSTANDING TENANT IN OUR NEW FIDELITY UNION TOWER!

We are proud that the Dallas Chamber of Commerce has chosen our new Fidelity Union Tower as its new home.

## A PRESTIGE ADDRESS AT COMPETITIVE RATES

Here is what Fidelity Union Tower offers you—whether you're looking for a whole floor of office space or just one room:

1. Highly competitive rates for the finest space in town.
2. Large floor area — up to 28,500 sq. ft. if needed.
3. Central location.
4. Attached Garage for 800 cars.
5. A truly distinguished address. Our tenants are Dallas' best-known firms.

## FIDELITY UNION TOWER

*Your inquiries are invited.*  
Call CHARLES S. SHARP  
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*The largest office  
building west of the  
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## Inside DALLAS

An up-to-the-minute report on construction in Dallas features this month's issue, one of the largest in several years. Several of the projects described in this magazine have just been announced to the public. Residential, downtown and suburban business construction are all included, with a special 10-year look taken at Dallas construction of the 1950's.

★

On the unusual side in the construction scene is an article on the major projects throughout the world being undertaken by Dallas companies.

★

The history-making Dallas Diplomats' Day is presented in picture form, with outstanding photographs taken by Dallas photographers Ed Miley and Georgette de Bruchard capturing the combined business-holiday mood of the memorable visit.

★

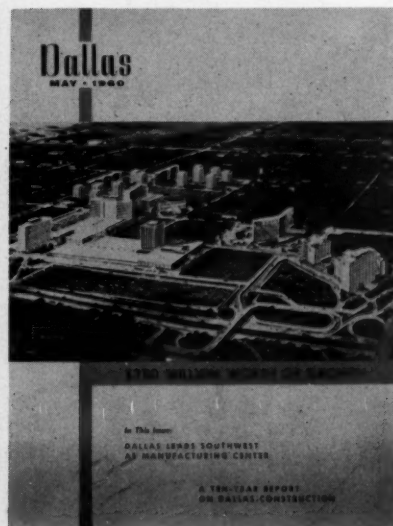
Dallas has long been the top wholesale center of the Southwest, but the 1958 Business Census shows that it is also the leading manufacturing center of this area. Special reports on both phases of this census are included.

★

A new, modern development at Dallas Love Field will go into service this summer. This new radar system, in use at only 10 other major airports in the nation, is described in a special article by an official of the Federal Aviation Agency.

★

The cover presents an artist's drawing of the \$250 million exchange Park project.







## Mechanical Hearts...

The "mechanical hearts" of these two recent outstanding additions to the Dallas Skyline were engineered to bring year around controlled temperatures to every part of the buildings.

Sam P. Wallace & Company was chosen as one of the contractors to install these "mechanical hearts," as well as other detailed mechanical equipment, in these and many other structures throughout the City of Dallas, continental United States, and the world.

Builders of large industrial plants, government projects, and smaller structures can look confidently to this organization for mechanical contracting of all types including a diversity of specialized mechanical installations such as radar laboratories... missile tracking and guiding stations... nuclear centers for the Atomic Energy Commission... high speed jet fuel centers.



Plumbing — Heating — Air Conditioning — Ventilating — Process Piping  
Power Plant Work — Sewerage and Water Treatment Plants

### Sam P. Wallace & Company

Dallas, Texas • Cincinnati, Ohio • Atlanta, Georgia  
Honolulu, Hawaii • San Juan, Puerto Rico • Kingston, Jamaica  
Port-of-Spain, Trinidad • Mexico



TRINITY 1946

GROWING

# TRINITY INDUSTRIAL DISTRICT

TRINITY 1950



GROWING

The growth of Trinity Industrial District since it was opened in 1946 is one of the phenomenon of dynamic Dallas.

**INDUSTRIAL  
PROPERTIES  
CORPORATION**

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RI 8-9424

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TRINITY 1960



## SIGHT-SEEING PEOPLE



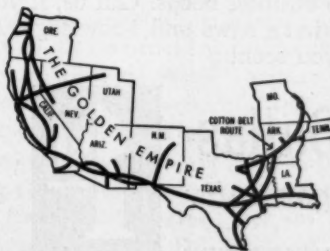
See the Southwest in cool comfort aboard S.P.'s air-conditioned *Sunset* to California. Daily service from New Orleans, Houston and San Antonio via El Paso and Southern Arizona to Los Angeles. Heading east? Enjoy Louisiana's picturesque bayou land en route to New Orleans. Pullman or economical Chair Car accommodations . . . and family fares for real savings!



## SITE-SEEKING INDUSTRIES



New industrial plants are continuing to locate at a brisk clip along Southern Pacific lines. By supplying these site-seeking industries with vital information on local communities, resources, terrain and transportation in the West and Southwest, S. P. has shared importantly in building the productivity and vitality of the fabulous "Golden Empire."



# Southern Pacific

serving the West and Southwest with

TRAINS • TRUCKS • PIGGYBACK • PIPELINES





## *Firstmen cover the map for Dallas*

News travels fast with them . . . news about business growth and development in Dallas. These are *Firstmen* — officers of the First National Bank in Dallas who serve businessmen *anywhere*.

Their mission is to keep distant firms in touch with the Southwest, its markets, trends, and opportunities. To one distant headquarters, *Firstmen* bring news of our labor supply and how it affects the firm's Dallas branch. To another,

they extend the bank services needed to smooth a Southwestern expansion.

The First's officers and services are continually at work to help *local* business grow as well. For 84 years this businessman's bank has said "Yes" to Dallas business needs. Call us, if you have use for the First's news and knowledge. A *Firstman* can see you soon!

# FIRST NATIONAL BANK in Dallas

*Give us an opportunity*



*to say Yes!*

P.O. BOX 6031, DALLAS, TEXAS • TELEPHONE: RIVERSIDE 8-5471 • MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



DALE MILLER'S

# WASHINGTON

REPORT



## Diplomats to Dallas

For two eventful days this month Dallas was, in a unique sense, a commercial capital of the world. From May 9 to 11 a leading economic, commercial, or financial officer from each of 46 embassies or legations located in Washington converged upon Dallas to participate in a "Dallas Diplomats' Day" project which was without precedent or parallel in their experience. Nearly all of the principal nations of the world were represented. The enterprise blanketed all of the continents and touched virtually all levels of civilization; it encompassed the Free World and even penetrated the Iron Curtain via avenues of trade discussion.

On many occasions during recent years Dallas has been visited by distinguished Ambassadors, who have addressed various organizations and have otherwise contributed by their presence to a keener awareness and a better understanding of world problems and opportunities. These visits have proved both fruitful and stimulating. But it occurred to the World Trade Department of the Dallas Chamber of Commerce that the potentialities for a closer and mutually profitable commercial relationship with many areas of the world, which the visits of the Ambassadors recurrently suggested to mind, could be brought nearer to realization by developing the participation of the career experts of the various embassies and legations, who are trained in matters of trade and dedicated to its promotion.

The Chamber was actuated by the assumption that while diplomats of ambassadorial rank frequently have the opportunity to travel, those of career status who conduct the business of the embassies are often more or less confined to the Washington (and sometimes New York) areas. A quiet preliminary investigation was then undertaken, and this assumption was found to be valid. (It developed subsequently that only a few of the 46 international career diplomats who visited Dal-

las on May 9 to 11 had ever been in Texas or the Southwest prior to that time). With this premise established, the decision to proceed was made; and a plan to attract these trade officials to Dallas was put into operation.

While the World Trade Department was developing an interest in the unusual enterprise among internationally minded leaders in Dallas, the Washington Office of the Chamber began exploring the diplomatic ground in the Capital to determine what reaction might be anticipated from the foreign embassies, and to ascertain what obstacles might be encountered in any impingement of the program upon the foreign policy of the United States. In pursuance of the first objective, a few key leaders among the career diplomats were consulted in confidence, and their reaction was enthusiastic. Then, as to the second problem, conferences were arranged with high officials of the State Department, and the plan was explained in detail. It won prompt support and offers of cooperation.

All of this groundwork had to be laid painstakingly in both Dallas and Washington before the project actually could begin to build, for the enterprise had no precedents which could afford any guidance; nothing of the kind had ever been attempted before, insofar as the State Department and the foreign embassies could determine. In any event, the formal invitations were then prepared and distributed over the signature of the President of the Dallas Chamber of Commerce. They were dispatched to all Ambassadors in Washington, inviting each to designate his senior officer concerned with matters of trade to make this historic trip as a guest of Dallas, all to travel together in a single group. Every embassy and legation in Washington received the identical invitation on the same day; none was omitted for any reason — political, geographical, cultural, or otherwise.

The response was instantaneous and widespread. Nearly every nation responded promptly, many by telephone before sending along confirmatory letters. The project built so rapidly in scope and importance that both the World Trade Department in Dallas and the Chamber Office in Washington did little else for a fortnight but work assiduously to perfect travel plans, hotel accommodations, tour itineraries, conference opportunities, and entertainment events. The task seemed somewhat appalling at times, with 46 different nationalities involved in the same group; but so intelligent, alert, and cooperative were these topflight career diplomats that the entire two-day venture, with its full and diversified program, went off smoothly and efficiently from the first moments to the last.

This unusual enterprise is history now, insofar as the trip itself is concerned, but there can be no doubt that its beneficial effects will be experienced for years to come. It left a legacy of personal friendships that will prove enduring, and of new trade opportunities that will prove mutually profitable as time goes on. Dallas will retain a vivid memory of the interest

---

### Dallas Diplomats' Day: Unique venture will promote trade and understanding in years to come.

---

and cooperation manifested by its new friends from most of the nations of the earth, while they, in turn, will carry with them to new assignments all over the world in the years ahead a recollection of a unique experience that produced a new understanding of the economy and spirit of the dynamic center of the Southwest.

Many incidents of the trip were memorable. One occurred just as the plane was preparing to leave Washington. A woman who held passage on the flight arrived late, and was momentarily nonplused when she beheld such a heterogeneous group of men, each wearing a lapel badge of a different nationality. She stood in the doorway uncertainly for a moment, until one of the diplomats arose to make her welcome — with a sweeping gesture that encompassed his colleagues. "Come," he said gallantly, "travel with the world!"

one of the **FIRST**

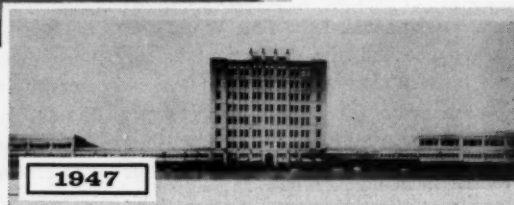
to install *Muzak*



**TODAY**

**Republic National Life  
Insurance Company**

For over three decades, Republic National Life Insurance Company has kept well ahead of the tremendous expansion of the Southwest. The imposing new building that dominates the skyline of Central Expressway in Dallas is the tangible evidence of this record of growth and achievement which has raised Republic National Life from a small insurance company to the largest in Dallas, as concerns life insurance in force. Nationally, RNL is among the top 50 companies, with operations extending into 41 states, District of Columbia, Puerto Rico, and re-insurance activities in many other countries. Republic National Life was one of the first Dallas firms to install MUZAK®—in 1947, in the West Jefferson Street building. Today, its modern home on Central Expressway is completely equipped with MUZAK® sound system.



MUZAK® combats the enemies of production that reduce profits — employee's monotony, fatigue, boredom and unavoidable on-the-job noise. MUZAK® is not just music — it is scientifically perfected over a 20-year period to meet the minimum requirements of a successful work music program.

Would you like to know how MUZAK® can affect YOUR profits? Call Tom Keese today — Riverside 2-9257. No obligation, of course.

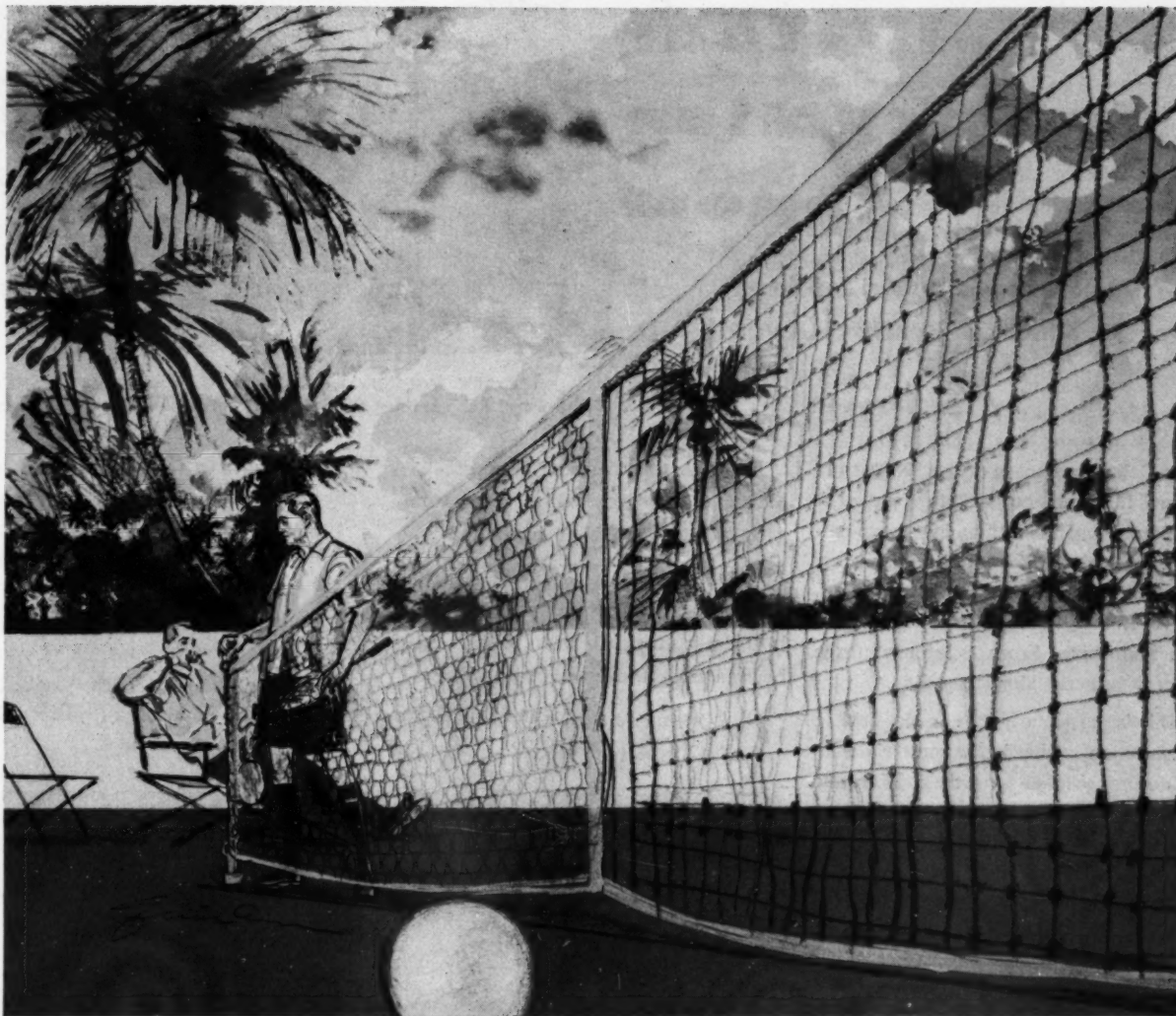


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Reg. U.S. Pat. Off.



**147 PARKHOUSE  
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*...makes the difference*



*"Art, what's the best bank in Texas?"*

"We've found the most helpful bank for us is Texas Bank & Trust Company of Dallas."

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BANK  
AND TRUST COMPANY OF  
DALLAS**

PHONE RIVERSIDE 8-9141 / MAIN AND LAMAR / DALLAS, TEXAS / MEMBER F.D.I.C.



# 10-Year Construction Report

**In a Single Decade Dallas Totaled  
Over \$2 Billion in Contract Awards**

**by Hal Dawson**

In Dallas the decade of the 1950's truly earned for itself the title of "Fabulous." The growth of the city and its surrounding area during this period was amazing. To study it in retrospect is to be stunned. While it was taking place, this growth was impressive. From a later vantage point, it becomes almost startling.

This is particularly true in the field of construction, which is the most vivid indicator of absolute growth. It is hardly an exaggeration to claim that during the Fifties Dallas virtually rebuilt the existing city. And outside the city itself, new communities seemed to rise overnight in the cottonfields, and industrial areas appeared almost magically where crops had been growing before.

Facts and figures by the thousands can be offered to prove this claim.

To cite a few:

The decade saw 56,861,000 square feet of non-residential buildings constructed in Dallas County.

The decade saw 119,484 single-family dwelling units authorized.

In dollar volume, the decade saw residential contracts awarded amounting to \$1,268,660,000, with non-residential contracts amounting to \$770,205,000.

Quite impressive, but exactly what does this mean.

Currently under construction in Downtown Dallas is the new 68,000 square foot, \$2 million-plus home for WFAA-TV and Radio, of the Dallas Morning News,

It means that the equivalent of 46½ Southland Towers or 76 Ford Motor Company plants were built in Dallas in a decade.

It means that enough homes were built in Dallas in the past 10 years to completely house a city the size of Portland, Ore.

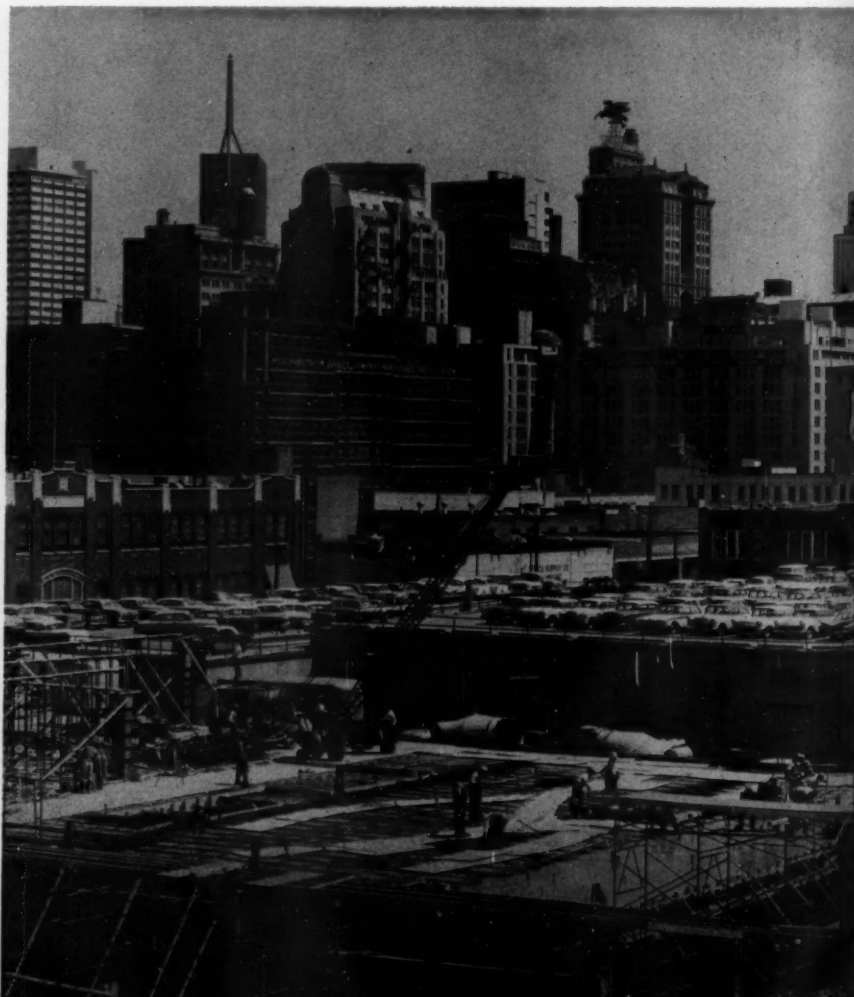
Of course, only one Southland Tower

was constructed in Dallas, and Ford only doubled the size of its plant during the 1950's, but the Research and Central Records Department of the Dallas Chamber of Commerce interpreted the 56,861,000 square feet of non-residential construction in this way.

The research Department took the 119,484 dwelling units authorized by



The new five-story Curtis Building at Akard and Cedar Springs Rd. contains 50,000 square feet with 26 office suites.





# DALLAS CONSTRUCTION

## A 10-Year Box Score

### Non-Residential Buildings:

56,861,000 square feet

### Non-Residential Contract Awards:

\$ 770,205,000

### Dwelling Unit Building Permits:

119,484

### Residential Contract Awards:

\$1,268,660,000

All Figures for Dallas County,  
1950-1959, Inclusive

Source: Non-Residential Buildings &  
Contract Awards, F. W. Dodge  
Statistical Research Service  
Dwelling Unit Permits, University  
of Texas Bureau of Business  
Research

religious, social-recreational and miscellaneous non-residential buildings.

The buildings ranged in sizes from small warehouses, costing only a few thousand dollars to huge projects such as the \$35 million Southland Center development.

In all, 137 projects costing \$1 million or more were completed in Dallas County during the 1950's, for a grand total in million-dollar projects of \$438,345,000 — an average of almost \$44 million a year on multi-million-dollar jobs alone.

In total dollar volume for non-residential construction, the biggest years of the decade were the last three, with 1958 leading, followed by 1957 and 1959 in that order. The 1958 total contract award figure of \$107,614,000 surpassed 1957's \$93,992,000 and the 1959 mark of \$93,096,000.

These same three years saw the most non-residential square footage completed, with 1959 leading with 9,709,000, followed by 8,804,000 in 1958 and 7,025,000 in 1957.

The remarkable aspect of a study of this construction is in its continuing strength. Dallas of the 1950's did not build in spurts. True, some years were better than others, and a curve chart would

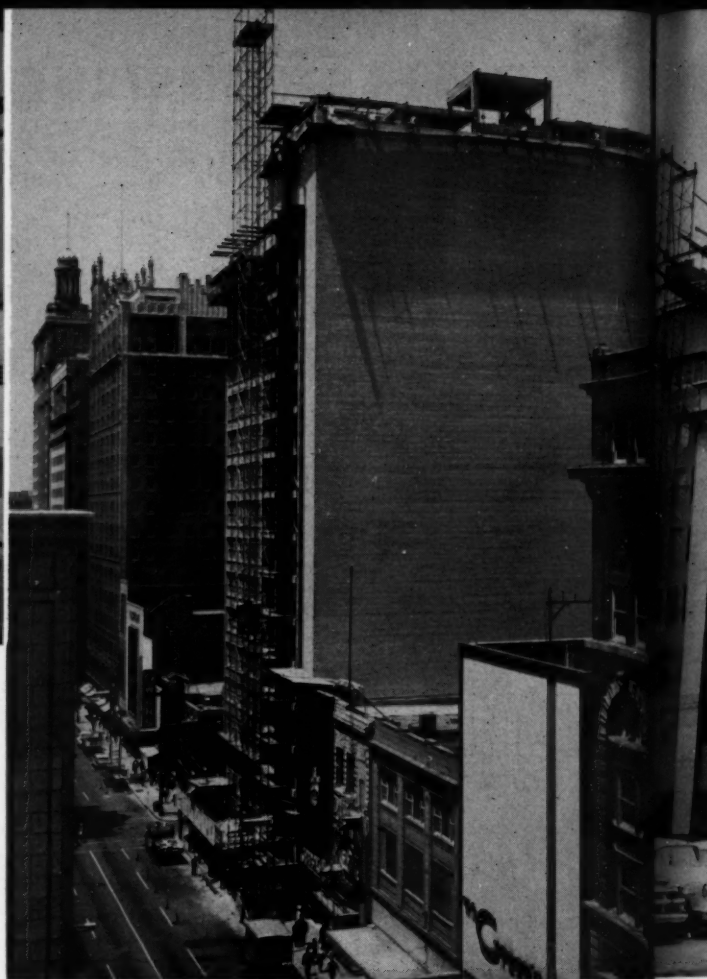
building permit through the county, multiplied these by the average occupancy in the county of 3.46 per unit and arrived at a figure of 414,000 — roughly equal to the current city of Portland, Ore.

In the field of non-residential construction, the 56,861,000 square feet constructed breaks down to 8,486,000 square feet of manufacturing buildings, which includes processing and mechanical buildings, plus dry cleaning, laundries and miscellaneous light manufacturing buildings; 24,937,000 square feet of commercial buildings, which includes commercial warehouse, office and loft, bank, garage, store and restaurant buildings; and 23,438,000 square feet of other non-residential buildings, which includes educational-science, hospital-institutional, public,





New drive-in facilities of the Republic National Bank, above, are under way on a 27,000 square-foot site on Live Oak near St. Paul Street across from the bank.



The 15-story addition to Praetorian Mutual Life Insurance Co., right, is nearing completion. The completed structure of 175,000 square feet will double the floor space in the original office building.

show ups and downs, but there were no really bad years. This meant that the construction industry was a dependable one for Dallas employment. From all indications, and these include the projected figures from the Texas Employment Commission, construction will continue to be a steady Dallas employer in the months and years ahead.

Construction in Dallas has by no means reached the high-water mark. Huge projects such as the Exchange Park development and the new downtown skyscraper offices for Southwestern Bell Telephone Company will combine with dozens of smaller office buildings, factories and warehouses to keep the construction picture bright in Dallas.

In non-residential construction, the growth has been equally tremendous. Throughout the county, 119,484 single-family dwelling units were authorized by building permit from 1950 through 1959, according to the University of Texas Bureau of Business Research — and this does

not even include 100% of the county. It is estimated, however, that the 20 cities reporting to the bureau represent over 97% of the county's population.

As in the non-residential construction, residential building has been remarkably steady in the county throughout the decade. With an average year seeing 11,948 units authorized, the best year of the decade exceeded that average by less than 4,000 and the lowest was also off by less than 4,000.

Best year for residential construction in Dallas County was 1955, when 15,811 units were authorized. This was only slightly ahead of the 1959 mark of 15,373 and 1954's 14,414.

Leading city over the 10-year period, of course, was Dallas, with 82,388 units authorized. The growing suburban cities of Garland, Mesquite and Irving ranked closely together in second, third and fourth places. Garland showed 7,528 units authorized; Mesquite had 7,110 and Irving reported 6,863. Richardson, for the

decade, showed 4,318 units authorized, with Grand Prairie closely behind with 4,078. Only other Dallas County city with more than 1,000 units authorized during the 1950's was Farmers Branch, which reported 2,223.

As the county residential growth has been well-rounded, so has that of the city. A special report of Dallas Power & Light Company on completions from 1953 to 1959 proved this by showing the dwelling units constructed in each of eight geographic areas of the city. The study includes 59,489 completions over the seven-year period.

Leading area was Northeast-Dallas White Rock East with 11,736 completions, followed by East Oak Cliff with 9,954. Southeast Dallas with 9,082 and Northeast Dallas-White Rock West showing 8,211 were closely behind.

Other areas and their completions were North Dallas 7,677; Northwest Dallas, 6,081; West Oak Cliff, 4,682, and West Dallas, 2,066.



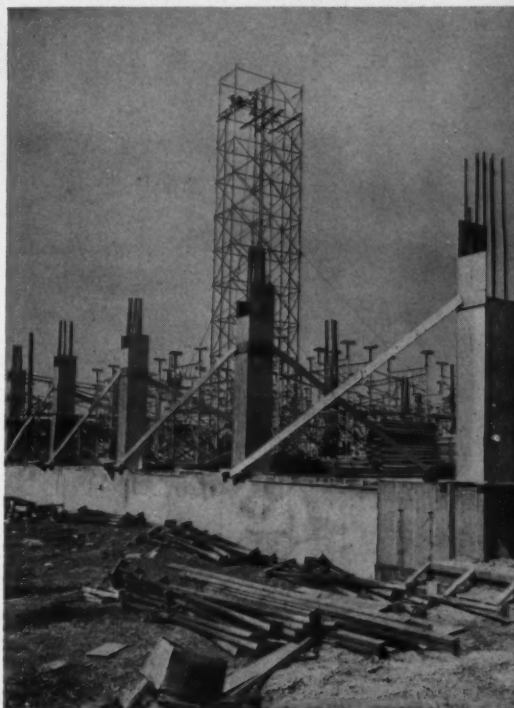


New face for the Merchandise Mart in the center of Dallas, above, will cost some \$3,000,000. Plans call for extensive remodeling and a new 2-story fashion ballroom and roof garden customer area.

Wyatt Food Stores has just moved into its new distribution food center, below, with six and one-half acres under roof. The center is located on a 59 1/2-acre site on Highway 183 in northeastern Irving.

Dallas' tremendous growth in churches during the past decade is illustrated (upper right) in the huge expansion program at St. Michael and All Angels on Colgate.

Steel is rising on the new \$1,500,000 Southwestern Bell Telephone central office building at Westmoreland and Halifax. To be called Melrose 1, the building will be able to handle 18,000 telephones.



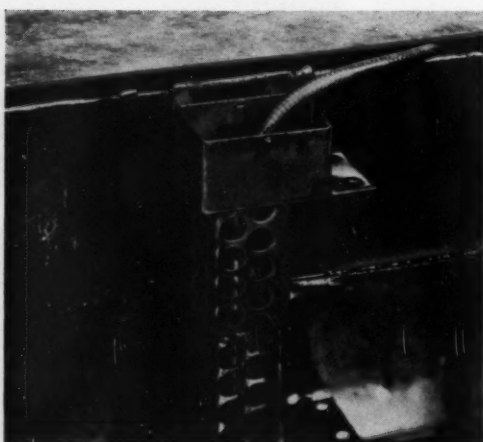




National Chrome Plating Company • 2344 Uvalde Street

Uniform plating of shafts is done in tank at center background.

## Low cost electric heat gives **PRECISE TEMPERATURE CONTROL** Necessary for quality plating



These 6 KW heaters are only 40 inches long  
—fit almost anywhere for out-of-the-way  
convenience.



**DALLAS POWER & LIGHT COMPANY**

National Chrome Plating Company specializes in hard chrome plating of machined parts, particularly large crankshafts. To obtain the high-quality plating this company delivers, the temperature of the chrome and acid solution is maintained within one degree of 130° F.

That's why National Chrome Plating relies on electric heat — industry's versatile tool. Small quartz-sheathed electric heaters are easily suspended along the sides and in the corners of the tanks where they will not interfere with loading or unloading operations. A simple thermostatic control automatically holds the temperature to the precise degree required. The heaters are practically maintenance free. Low-cost installation, extremely long operating life and safety for personnel are other benefits.

Dependable, low-cost electric heat is saving production hours, cutting costs for many types of Dallas industries. A study of your requirements by a Dallas Power & Light Company heating specialist may show new ways your business can profit from electric heat. For information, call RI 7-4011, and ask for Industrial Service Division.

# Dallas Leads Southwest As Manufacturing Center

Dallas is now the Southwest's leading area in manufacturing. In fact, no other metropolitan area east of Los Angeles and south of St. Louis equals Dallas as a center for manufacturing employment.

Based on preliminary reports of the 1958 Census of Manufacturers, the Dallas Metropolitan Area leads the Southwest in both manufacturing employment and in number of establishments. This is an important first for Dallas, for the area has never before been the state's leader in number of manufacturing jobs.

On a national level, Dallas also assumed a stronger position. The strong growth of this metropolitan area enabled it to pass a number of other areas in manufacturing employment and assume the role of dominant manufacturing area for the entire South.

These areas led Dallas in the 1954 Census of Manufactures but were surpassed by the Dallas manufacturing employment of 1958: Akron, Albany, Allentown, Atlanta, Hartford and Houston.

The report showed the Dallas Metropolitan Area with a manufacturing employment of 96,044 in 1,756 factories. This is a lead of some 3,500 jobs over the number two Southwest area, Houston,

and of almost 40,000 over the number three, Fort Worth.

While Dallas for a number of years had been the leading Southwest area in number of manufacturing establishments, this was the first time that it ever led in employment. This new leadership demonstrates the continuing steady growth of this area.

Dallas County alone included 1,610 factories employing 85,930 persons, according to the preliminary report. This is an increase of 9,767 employees or 13% since the 1954 census. The Dallas County gain of 9,767 totaled 16% of the manufacturing employment increase for the entire state of Texas. The state went from 419,218 factory jobs in 1954 to 480,142 in 1958.

The four counties now comprising the Dallas Metropolitan Area added 14,781 manufacturing employees, a gain that amounted to 22% of that of the entire state of Texas.

The preliminary report showed the Dallas Metropolitan Area with a manufacturing payroll of \$466,790,000 and an adjusted value added by manufacture of \$842,703,000. This value added by manufacture showed a significant gain over

## SOUTHWEST MANUFACTURING

### DALLAS

1,756

### HOUSTON

1,744

### FORT WORTH

788

### NEW ORLEANS

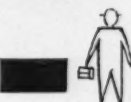
901

### BEAUMONT-PORT ARTHUR

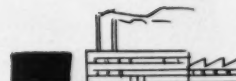
245

### TULSA

628



Employed In Manufacturing

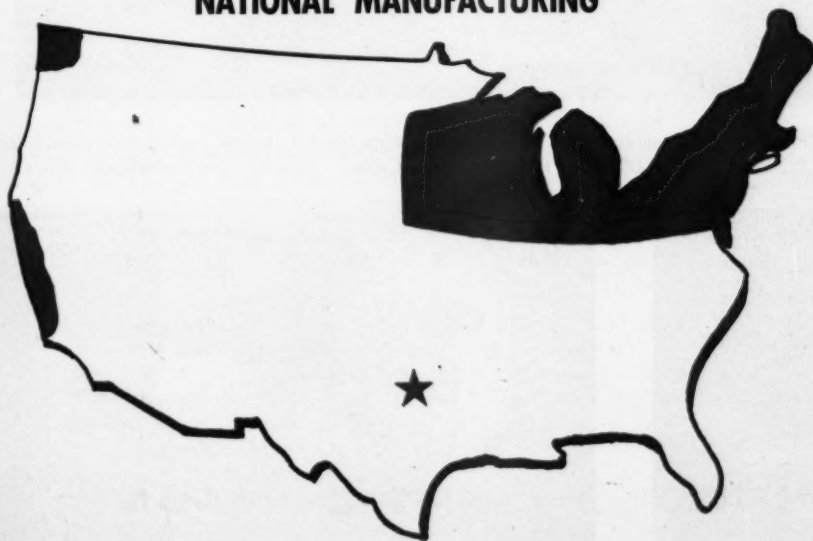


Manufacturing Establishments

Source: U. S. Department of Commerce  
1958 Census of Manufactures

Only metropolitan areas exceeding Dallas in manufacturing employment are shown in the colored area of the United States map. No Southern area exceeded Dallas.

## NATIONAL MANUFACTURING



the 1954 Dallas figure for the Dallas Metropolitan Area of \$531,649,000. The 1,756 factories in the Dallas area included 613 with 20 or more employees.

The 1958 figures show the Dallas Metropolitan Area ranking 26th in the nation in manufacturing employment. Other high ranking Southwestern Metropolitan Areas included Houston with 1,744 factories and 92,782 jobs; Fort Worth, 788 factories and 56,341 jobs; New Orleans, 901 factories, and 45,967 jobs; Beaumont-Port Arthur 245 factories and 33,396 jobs, and Tulsa, 628 factories, and 33,348 jobs.

Other Texas areas included San Antonio, 20,086 manufacturing employment; El Paso, 11,524; Galveston, 10,951; Waco 9,042; Corpus Christi, 7,656; Austin, 4,993, and Lubbock, 4,243.

# \$250 MILLION WORTH OF GROWTH

Cities of tomorrow, both in the United States and abroad, may owe their brightest features to Dallas' new and brilliantly conceived Exchange Park.

National enthusiasm over this unique commercial development has mushroomed the project in barely eight years from a \$50,000,000 dream into a \$250,000,000 giant, a true "city within a city."

Originally planned by Wm. A. Blakley, Exchange Park was first intended to contain building accommodations for enterprises controlled by Mr. Blakley, such as the Exchange Bank and Trust Company, Braniff International Airways, Exchange Park Savings and Loan, several insurance companies, and others.

However, the appeal of 140 wooded acres less than four miles northwest of downtown Dallas, struck national con-

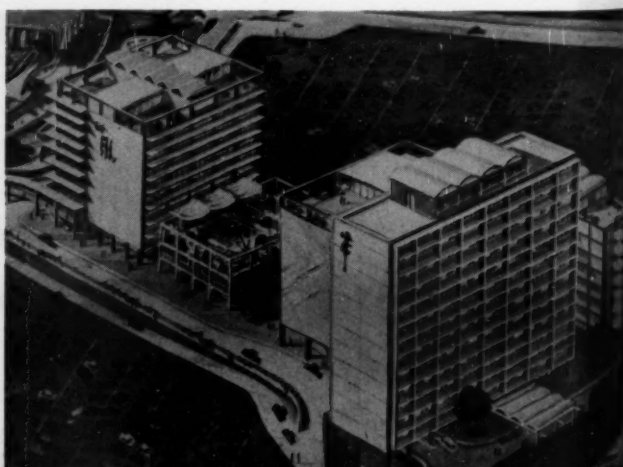
cerns who began to seek locations in the center also. Convenient to Love Field and bounded by Harry Hines Boulevard, Mockingbird Lane, Maple Avenue and Inwood Road, all major arteries, the center offers attractive advantages to many.

The brand new Master Plan for the center on this month's cover is the result of the wide-spread acceptance of the Exchange Park idea.

New plans include a \$22,000,000 luxury hotel, a complete Medical-Clinic Center with professional office building, approximately two million square feet of commercial office building accommodations, over a million feet of retail merchandising space for the convenience of shoppers, and multi story hi-rise apartment buildings to contain approximately 2,000 residential apartments.



Exchange Park's "Hi-Rise" apartments, "International Residence," below left, will contain approximately 2,000 units. Foreground, below right, Medical-Clinic Center. Behind are insurance offices.





Not included in this list are the already completed and entirely occupied 14-story, 180,000 square foot Exchange Bank Building, the ten-story, 150,000 square foot Braniff Airways Building, and a six-story utilities building which will provide air conditioning and electricity for all tenants in the project. The plant ultimately will provide 15,000 tons of air conditioning and electric lighting and power service equivalent to a city of 35,000 people.

Next to go up in Exchange Park will be the 320,000 square foot Fair of Texas department store and the 1000-room luxury "International Residence" hotel.

Expected to cost approximately \$15,000,000, the Fair will be the largest single department store unit ever built in Texas and is expected by its officials to do an annual business of more than \$30,000,000.

The retail area will also contain another department store of 160,000 square feet. The balance of the million square feet of space will be devoted to the normal buildup of different retail and service shops.

Plans for "International Residence," which are nearing completion, drew this appraisal from the internationally known firm of Horwath and Horwath:

"We have reviewed the architects' drawing and interior design and they reflect a concept of planning that will result in a hotel that will have no equal anywhere to our knowledge."

The whole concept of the "International Residence" is to serve both local businesses and the ever increasing international traffic coming to Dallas through Love Field.

Thus, designers developed an international theme for the hotel which includes a playground area to be known as the "Riviera." Ten of the hotel floors will carry a motif of a distant part of the world; Oriental on one floor, South American on another, Scandanavian on a third, and so on. The top three floors are for permanent residents and companies which desire permanent quarters.

The "Riviera," with its outdoor swimming pool, will be the play area of the hotel. Rooms surrounding this area will be called "Riviera Villas" and will be furnished in Italian and French Provincial decor.

A number of public rooms are planned for the hotel. Among them are the "Fern Grotto Lounge" overlooking both the "Riviera" play area and the air conditioned indoor swimming pool joining the lobby.

The 140-story Mall Office Building will be behind the Fair of Texas Dept. Store.



Others are the Crystal dining room, the Monte Carlo Room, the Riviera Ballroom, the International Pancake House, the Mediterranean Lounge, and the largest, the Venetian Ballroom which will seat 1,250.

Two private clubs are planned for the hotel, the Embassy Club and the Inter-

national Aviation Club. The latter has been organized to accommodate the air industry, both local and international. Both clubs will have their own room accommodations.

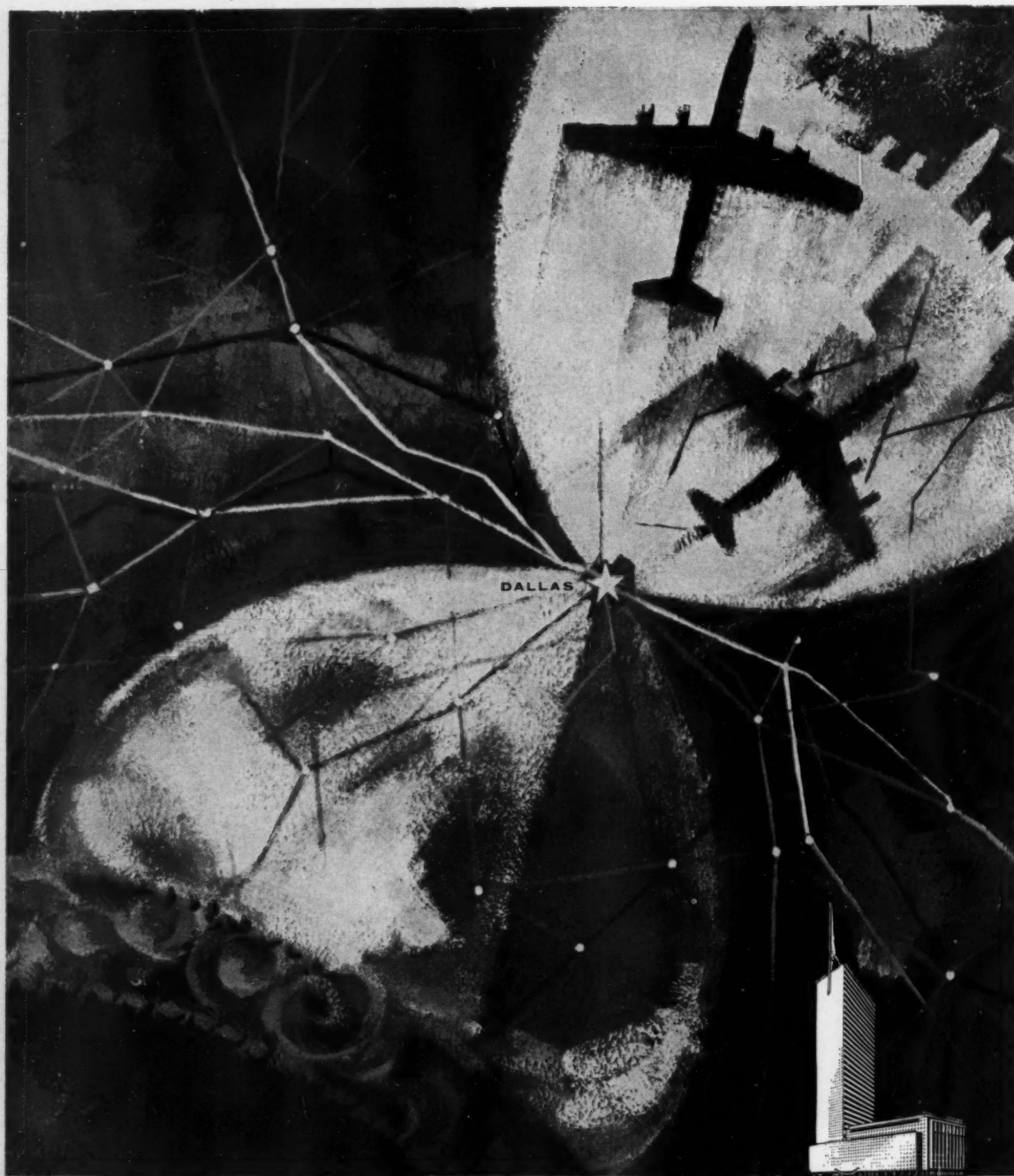
Beneath the hotel will be the Seven Seas Club which looks into the pool through seven 4 x 5 glass windows. The

(Continued on page 89)



Drawings are nearly complete on the \$15,000,000 Fair department store. Exchange Park Savings and Loan will occupy the multi-story building below.





# TIMESAVING

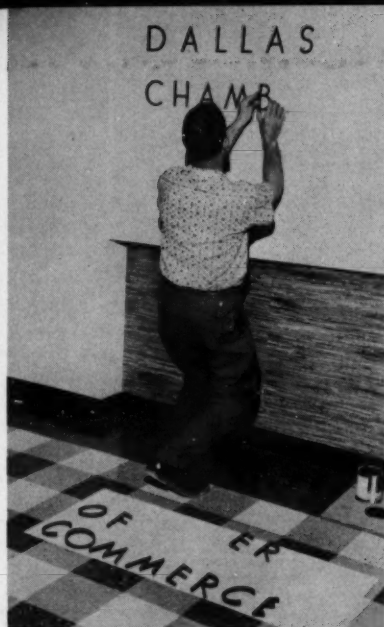
When speed is essential to your national and international banking transactions, Republic National Bank's world-wide correspondent network saves you time and worry, assures you of fast, dependable service. This, plus experience, facilities and an interest in your financial requirements make Republic the "business man's bank." How may we serve you?

## REPUBLIC NATIONAL BANK OF DALLAS

CAPITAL AND SURPLUS \$102,000,000 • LARGEST IN THE SOUTH

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION





Change of scenery meant a change of signs for the Dallas Chamber of Commerce. The Commerce Street landmark that was erected during the Texas Centennial year of 1936 at 1101 Commerce came down (bottom), and a new modern, illuminated sign went up on the 3d floor facade of the new building. Upper view shows the interior 3d floor lobby's modern sign being put in place. Still a third identifying sign will be in the 1st floor lobby.

Spacious and modern are the two words best descriptive of the 3d floor lobby of the Dallas Chamber of Commerce in its new quarters in the Fidelity Union Tower. The picture board of white vinyl matching that in the lobby extends through the glass wall. Behind the handsome walnut door is the reception area of the Chamber. Wall behind the board is of grass paper.

# DALLAS CHAMBER MOVES

*Efficiency Keynotes New Grouping*

*(Editor's Note: A complete picture story of the new quarters of the Dallas Chamber of Commerce will be included in the June issue of DALLAS.)*

On Monday, May 2, the Dallas Chamber of Commerce opened for business in a new location.

The move to the 3rd floor of the Fidelity Union Tower from the old quarters at 1101 Commerce Street climaxed months of planning by the Chamber's Board of Directors and staff. The Chamber occupies 13,000 square feet, almost the entire third floor, in the 31-story skyscraper located at Akard and Pacific. In addition to its 3rd floor space, the Chamber also has an information desk in the building's lobby.

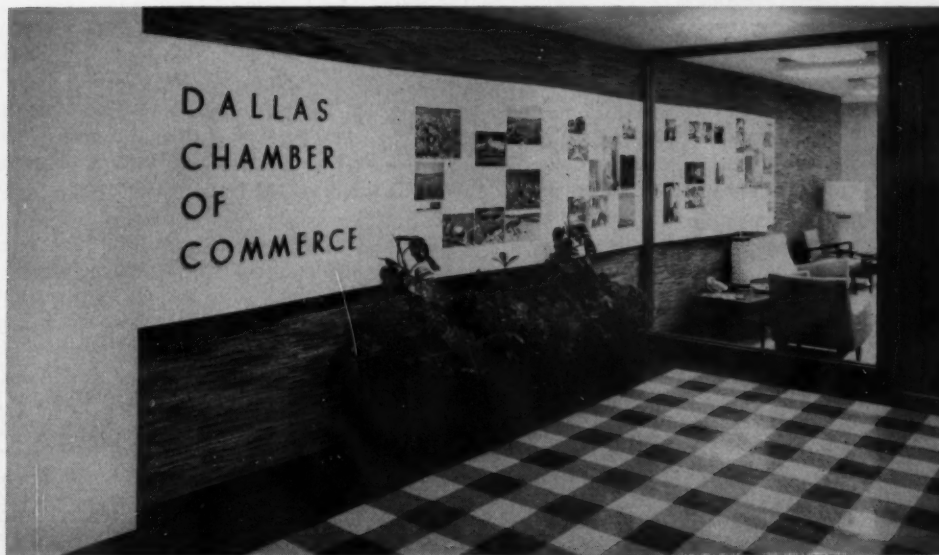
A lighted sign on the 3rd floor facade identifies the offices of the Chamber. An additional sign in the ground-floor lobby outlines the five states of The Dallas

Southwest, Texas, New Mexico, Oklahoma, Louisiana and Arkansas, with the caption, "Dallas . . . Business Capital of The Dallas Southwest."

The physical move was made on the evening of April 28, and the Chamber was closed for business only the following day. The move was handled by Dallas Transfer & Terminal Warehouse Co.

More efficient and economical service to members will be possible in the new location, according to Chamber President L. T. Potter. The new office arrangement groups all offices on a single floor instead of having them spread out over several floors as in the old building. Offices in the new location were set up to provide the best functional groupings in the location of the various departments.

The Chamber had been located at 1101 Commerce since 1921. The old building was sold to S. P. Cimiotti, Trustee.





# YOUR BUSINESS HOME IN DALLAS

*(Editor's Note: This is the third of a series of nine articles on the basic Dallas information brochures being used to answer initial inquiries in the Industrial Dallas national advertising campaign. While many of the facts contained in the brochures are familiar to Dallas businessmen, each of the nine contains fundamental information that every Dallasite can use in selling the city. This booklet, "Your Business Home In Dallas," contains information on availability of buildings, money for construction, construction cost, industrial districts and other similar facts on construction.)*

The 1,200-acre Trinity Industrial District, placed on the market in 1946, now has more national firms on its property than were located in all Dallas in 1945.





Brook Hollow Industrial District, widely acclaimed for its advance planning concepts, may be reached in a few minutes from downtown via new Stemmons Expressway.

**D**ALLAS is in one of the most favorable positions of any major American city with respect to adequate land for new and expanding industry. Dallas railroad men, real estate men, and planners have pioneered in the development of park-like industrial districts. Vast tracts of land with all the facilities and services needed by modern industry are now available within a few minutes' drive from the heart of the city. Other industrial acreage—not in organized districts but in many cases provided with utilities and with access to railroads and major highways—is also available in the city, suburban communities, and adjacent counties.

One of Dallas' major industrial growth incentives during the past 15 years has been the availability of modern existing buildings, ready for industry to move into with a minimum of alterations and delay. Local investor-builders have been pace-setters nationally in building industrial-warehouse type buildings on a speculative basis. They range in size up to 40,000 square feet and without exception are 1-story masonry structures meeting all city building code requirements and requirements of the industrial districts where they are located. These speculative buildings plus structures being vacated by firms expanding into larger quarters give Dallas an inventory of desirable buildings for industries that do not require exceptionally large dimensions or unusual specifications.

For the firm seeking office space for administrative, management, sales, clerical, accounting, and similar functions, Dallas can offer more new ultra-modern Class A office space than any other U. S. city except New York. During the past 10 years more than 30 major office buildings have been completed in the downtown and suburban areas of Dallas, with a combined total of over 7 million square feet.

Dallas has a good supply of immediately available industrial-warehouse type buildings. As of July, 1959, Dallas' five largest planned industrial districts had some 120 vacant buildings ranging in size from 3,000 to 80,000 square feet. Most were in the 5,000 to 15,000 square foot bracket. All the buildings were less than 10 years old, and most were less than five.

The majority of the available buildings of this type are constructed of lightweight aggregate concrete units faced with brick. Usually 10% of the total building area is air conditioned office space; the remainder is warehouse space with gas ceiling heaters. All buildings have truck docks, and many have rail doors.

Lease rates currently range from 40¢ to 80¢ per square foot a year. Rates, of course, are affected by credit rating of lessee; length of lease; size, age, and condition of building; location; and amount of air conditioning and other special requirements.

Dallas has a large number of investor-builders who will build to a firm's specifications and then lease at a price consistent with the going market price. If a firm's requirements are very general, an investor may be able to finish off a building already under construction to the company's specifications.

Construction ordinarily takes 90 days from dirt to completion. In winter 120 days may be required.

#### Money for Construction

Dallas' dependable business climate and its reputation as an area of dynamic growth puts the city in a preferred position to attract money for long term mortgage loans for construction purposes. Ample money is available for sound, worthwhile projects in Dallas, and lenders of venture capital frequently will make loans to investor-builders or commercial concerns with good credit ratings at interest rates slightly lower than in most other areas. When money becomes exceedingly tight, it generally is possible to borrow money here when it is unobtainable in other areas.

#### Lower Construction Costs

Climate and labor conditions make industrial construction costs in Dallas considerably lower than in industrial centers of the North and East. Winters seldom are severe enough to force curtailment of construction, so full crews can be worked

(Continued on page 103)





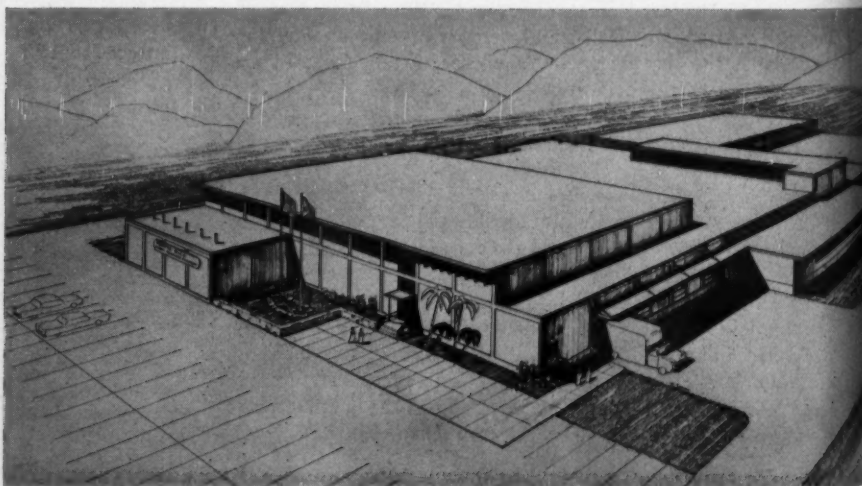
Progress picture on Kalaheo Village, Jan. 10, 1960, part of CENTEX mass development, 20,000 acres 25 miles from Honolulu.

## WORLD CENTER *for* CONSTRUCTION

by Tom McHale

Dallas is rapidly gaining stature as a world center for major construction. The \$2 billion plus building record in Dallas County during the past decade has stimulated the development of "Texas-size" building organizations that have gone out

Puerto Rico Meat Packing Company plant at Caguas, below. A recent \$500,000 refrigeration and cold storage contract won by Sam P. Wallace & Co. of Puerto Rico.





to expand their operations over the continental United States and most of the Free World.

Dallas construction organizations are projecting entire communities in Florida, the Chicago area and the Hawaiian Islands. They are building major dams in Iraq, and industrial plants in Puerto Rico. During the past decade, Dallas contractors have completed projects from the Panama Canal to Iceland and from the Western Pacific to the Near East.

The nation-wide and world-wide scope of Dallas' construction industry comes to focus in the operations of such firms as Tom Lively's Centex Construction Company. Generally recognized in the industry as the nation's largest home builder,

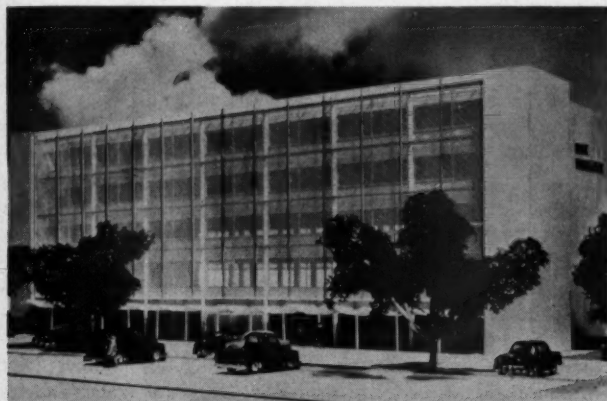
Centex is planning and building entire communities complete with industrial districts, shopping centers, churches, schools and residential facilities from points as far-distant from each other as the Island

of Oahu, the West Side of Chicago, and the State of Florida.

Tecon Corporation, headed by Clint W. Murchison, Jr., and Robert F. Thompson, is already recognized as one of the giants



Section of Barkley Navigation Lock on Cumberland River near Paducah, Kentucky, part of a \$16,379,000 project now under construction by TECON of Dallas.



Home Insurance Co. of Honolulu, shown above, a recent air conditioning and mechanical contract completed by Sam P. Wallace of the Pacific Ltd. Below is the University Park Sales & Exhibit Building with six model homes in background, sales and exhibit center of CENTEX Construction Company's newest city of Boca Raton, Florida, ultimately to involve \$150 million.



of the public works construction industry. Tecon has completed major construction work on the Panama Canal and the St. Lawrence Seaway. It is currently engaged in major dam and lock projects in the United States, and in a joint venture on a \$60,000,000 dam in Iraq.

In the field of mechanical construction, Sam P. Wallace & Co. and subsidiary organizations is carrying on major projects from office buildings in Honolulu to industrial plants in Puerto Rico and other points in the Caribbean. In addition to this, the firm has major projects in leading major cities in the United States.

Robert E. McKee, General Contractor Inc., has recently completed the Kaiser Center in Oakland, California, that totaled in excess of \$2 million. It is engaged in building a new Airport Terminal in Honolulu, and recently completed a major Capehart Housing project at Scofield Barracks on Oahu that ran in excess of \$22 million.

J. W. Bateson Co., T. C. Bateson Co., Henry C. Beck Co. and other major Dallas contractors point up growing Dallas construction expansion into nationwide and worldwide competition on major construction projects.

The growth of Centex and the success story of Tom Lively reads like a Texas rewrite of Horatio Alger. Born in White-wright, the son of a small merchant, Lively set out from Van Alstyne in 1937 with his high school diploma. He worked in department stores, jerked sodas, carried mail for Postal Telegraph and was fired from the circulation department of the defunct Dallas Dispatch. When World War II ended, Lively, then 25 years old,

started building houses, one at a time in the 20 to 50 thousand dollar price range.

In the late forties he became associated with veteran Dallas developer Ira Rupley and the late Fletcher Lippett. Centex began operations on a relatively large scale in 1950, and in 1955 two sons of Oilman Clint Murchison became interested in the company.

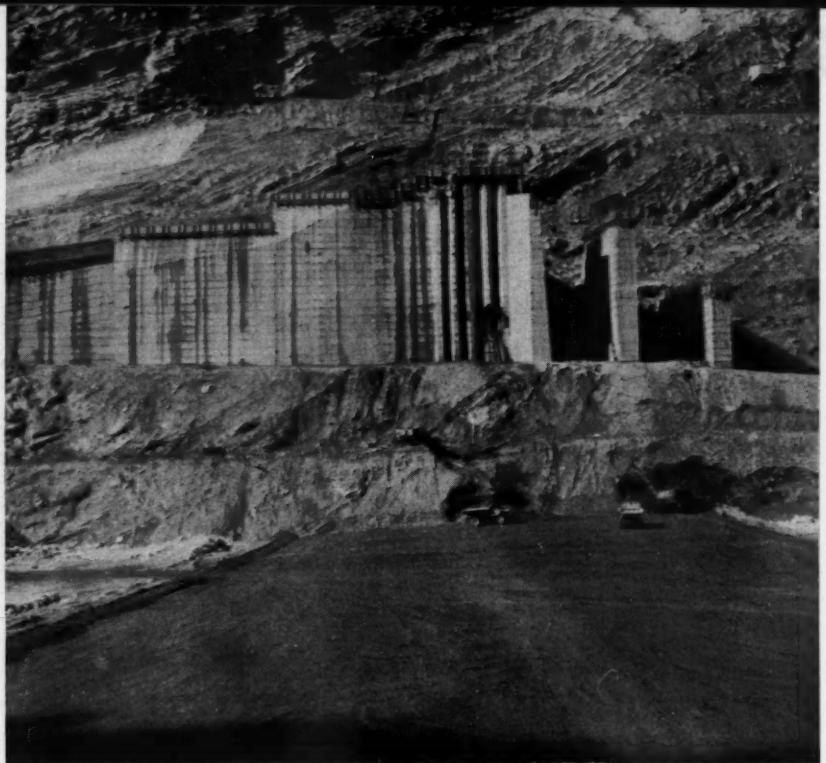
The operations of Centex during the past decade have set up a new type of major construction organization based on mobility, assembling of planning and engineering skills, access to financial resources, systematized purchasing, and finally, promotion, merchandising and selling—all under one modern business management.

The magnitude of Centex operations shows up in the total of its first ten years with 25,000 units started having a gross valuation of \$400 million. Its biggest current project is Elk Grove Village west of Chicago. This project will eventually total \$100 million and involve the building of 6,000 homes, 2,500 of which have been completed and occupied. It also involves the building and developing of Centex Industrial Park with 30,000,000 square feet of land. It encompasses the building of shopping centers, churches and schools. Their University Park project in Florida will ultimately involve \$150 million, and their development on the Island of Oahu within 30 miles of Honolulu will include multiple thousands of acres of almost virgin land for civic, industrial and home use.

In the highly technical and extremely competitive mechanical construction field, Sam P. Wallace & Co. of Dallas and its international associated companies have expanded their operations out of Dallas to a large sector of the world. Organized in 1953 by Sam P. Wallace, this organization has handled large contracts that exceed a gross figure of \$40 million.

This includes mechanical, air conditioning and plumbing installations in such major Dallas projects as Southland Center, Dallas Federal Savings and Loan, Big Town, the Federal Reserve, and others. It includes complicated industrial and government installations on air bases, Nike installations and other major projects. In April of this year, Sam P. Wallace of the Pacific Ltd. was awarded a \$700,000 contract for heating and air-conditioning of the 24 story Kapiolani Building in Honolulu. Other projects recently awarded this organization include four Nike Hercules Rocket sites on the Island of Oahu.

The nation-wide and world-wide growth of Sam P. Wallace & Co. show up in the expanding business of its Cincinnati and



General view of spillway under construction on Debendi-Khan Dam in Iraq, part of a \$60 million project scheduled for completion in 1963. TECON Corporation of Dallas is participating in a joint venture on this project. Other work is being done in U. S.

Atlanta branches; Wallace International Inc. with offices in Port of Spain, Trinidad, and Kingston, Jamaica, and Sam P. Wallace & Co. of Puerto Rico with offices in San Juan. With offices of Sam P. Wallace of the Pacific Ltd. in Honolulu, the combined Sam Wallace operations radiating out of Dallas encompass most of the Western Hemisphere and include a diversity of contracts from standard building installations to radar laboratories, missile tracking and guiding stations, nuclear centers for the Atomic Energy Commission, and high speed jet fuel centers.

On the second floor of the Davis Building, the world headquarters of Tecon Corporation provide another case history in the scope of Dallas' international construction. Organized after World War II by Clint W. Murchison, Jr., and associates. This young firm began bidding paving jobs in the City of Dallas. Expanding into Texas State highway construction and other projects, Tecon has run up a volume of \$284,570,149 as of now.

The more spectacular Tecon projects include massive excavation work on Gaillard Cut of the Panama Canal, Eisenhower Lock of the St. Lawrence Seaway, dams at Lavon and Garza-Little Elm, massive housing developments and the Ramey Air Force Base in Puerto Rico.

Current Tecon projects include the \$16,379,000 Barkley Lock Project on the

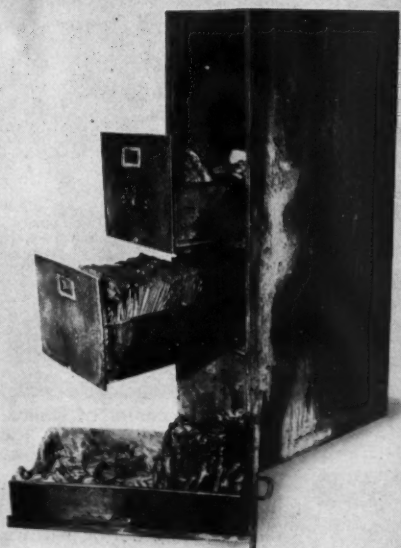
Cumberland River near Paducah, Kentucky; a joint project at Hill Creek Reservoir in Oakridge, Oregon, that will ultimately cost \$23,000,000; another joint project on West Delaware Water Tunnels for the Board of Water Supply, New York; joint work on the Eufala Dam in Oklahoma, and a joint venture with J. A. Jones Corporation and other partners on the Derbendi-Khan Dam in Iraq that will ultimately cost \$60,000,000.

Tecon Corporation employs about 30 people in its Dallas headquarters, and over the world its payrolls will run from 700 to 1,000 depending on operations. Tecon has more than met competition with world-giants in the construction industry and its closely knit organization encompasses a multitude of technical and general services. Tecon has equipment on its projects valued at more than \$10,000,000.

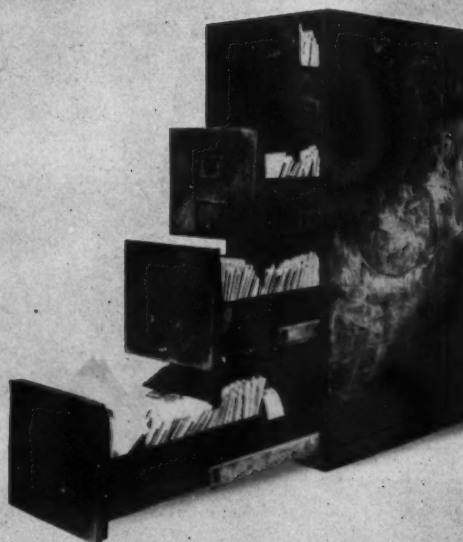
The case histories of these Dallas-based organizations serve to point up the fact that Dallas' position in world construction is rapidly catching up with its well known position as a world oil center. These relatively little known firms in Dallas and others not mentioned in this article, provide another facet of Dallas business which helps to expand activity in transportation, financing, and a multiplicity of supplementary business activity, all continuing to stack up bigger and bigger economic statistics for Greater Dallas.



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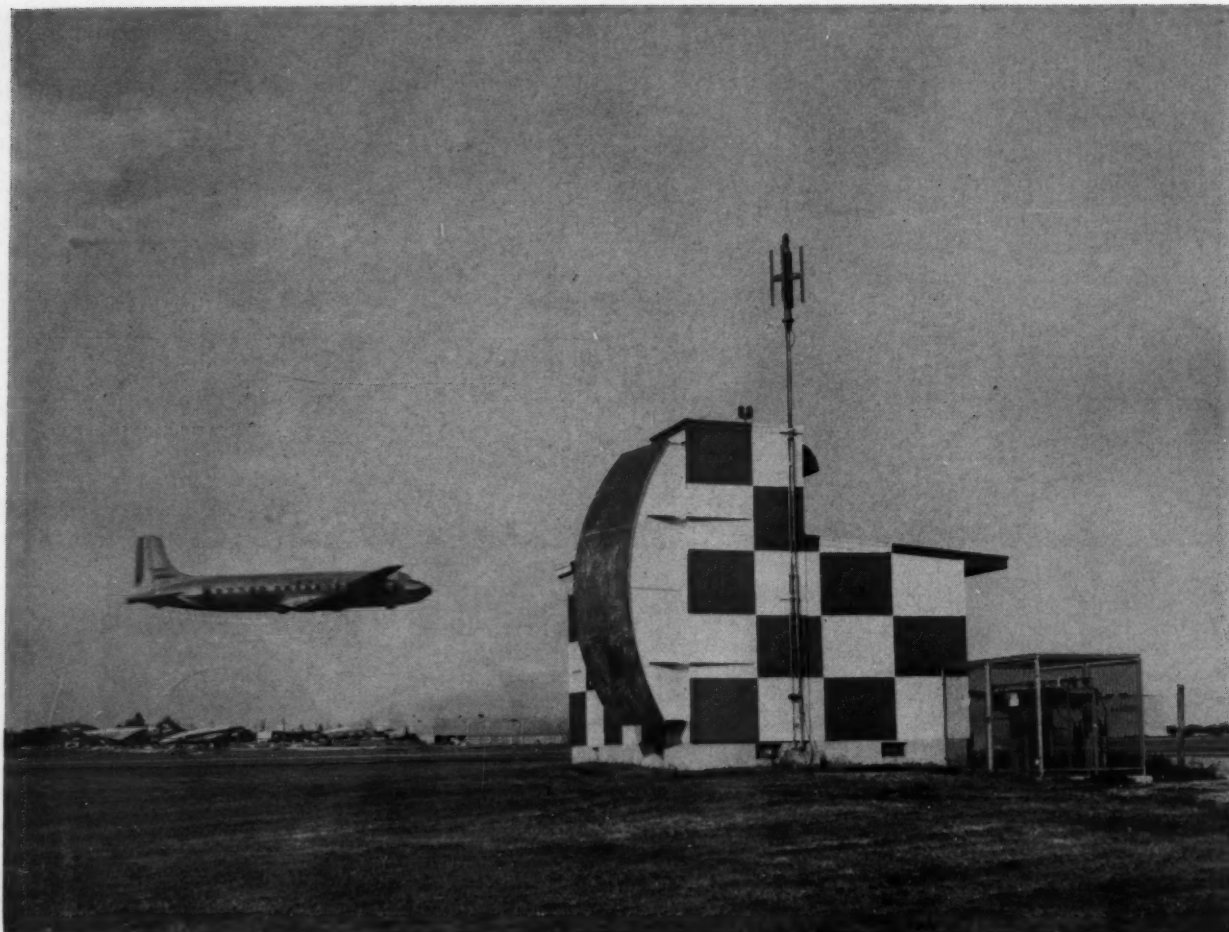
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***Remington Rand***





### **First In Southwest**

## **Love Field Gains Latest Navigational Aid**

**By Paul H. Boatman**

Chief, Air Traffic Management Field Div. 2  
Federal Aviation Agency

Dallas Love Field will have an additional important landing aid added in August when the Federal Aviation Agency puts into operation a Precision Approach Radar at the airport.

This latest electronic safety device, now in the final stages of completion, cost more than \$175,000. It is the first such FAA installation at a commercial airport in the Southwest, and only 10 other airports in the nation have this latest in electronic development: Atlanta, Boston, Chicago Midway, Cleveland, Los Angeles, Minneapolis-St. Louis, New York La Guardia, New York Idlewild, Philadelphia, and Washington.

Designed to help pilots of giant air-

Radar installation is located in striped building in center of Dallas Love Field.

liners and small aircraft alike to make safer landings during bad weather and at night, the new radar will allow the FAA's highly trained air traffic controllers to "see," in effect, aircraft as they descend to Love Field.

This new Precision Approach Radar will be an invaluable addition to the Approach Surveillance Radar, which has been in operation at the field for many years. The surveillance radar shows the position of airplanes in relation to the field, but the Precision Approach Radar adds a third dimension by giving the controller the plane's altitude.

The airplane, as it makes its approach to the airport runway, will be represented on the controller's radar scope as an electronic "blip." By constantly following the path of the "blip" every second, the controller will be able to tell the pilot if he is on or off a safe approach to the runway.

Radar antennae located near the point of touchdown on the northwest end of the northwest-southeast instrument weather runway at Love Field give the air traffic controller, high in the control tower's radar room, two types of vital information needed to help the pilot.

One radar antenna tells the controller how far the aircraft is from the point of touchdown and in exactly what direction it is from the runway centerline.

Quarter-mile tunnel connects building in center of field with terminal building, with all radar and power cables in the tunnel available for quick maintenance.



The other device tells the FAA controller how high the aircraft is at all times along the last five miles of the landing approach.

Combining these two types of information, the controller will constantly be able to tell the pilot when he is moving to one side or the other of the proper path to the airport runway and if he is descending above or below the correct glide path.

When he is unable to see beyond his wingtips, the pilot at Love Field has confidence that the skill of the FAA controller, combined with this latest precision radar device, will assure that, when he breaks through the overcast, he will be lined up with the centerline of the runway and will be approaching at the correct glide angle.

No special equipment is needed in the

aircraft—only normal radio equipment. The pilot needs only to listen to the controller and fly his airplane accordingly.

This addition to the Federal Aviation Agency's numerous safety devices at Love Field may be used by the controllers with the Approach Surveillance Radar for a full radar approach, or it may be used as a monitoring aid with the normal Instrument Landing System in operation 24 hours a day at the Dallas airport.

Lew Enochs, chief of Love Field Tower, and C. W. Palafuse, supervisory electronics technician, inspect the azimuth antenna on the new radar installation.



Dallas Love Field is one of only 11 major commercial airports in the United States which have the PAR system.

A familiar installation for many years at major airports throughout the nation, Instrument Landing Systems permit aircraft landings routinely when cloud ceiling is low and pilot visibility is restricted.

The Instrument Landing System consists, essentially, of three kinds of very high frequency radio "beams" being sent out simultaneously. These "beams" are received by visual instruments in the airplane.

The pilot in the cockpit, coming down through the gray fog, watches a dial called a "cross-point indicator." This has two crossed needles—one vertical, and the other horizontal.

The vertical needle tells the pilot when he is moving to one side or the other of the proper path to the airport runway.

*Continued on page 88*



Martin S. Rogers, watch supervisor, checks the new PAR console in the radar room.

# Dallas Twelfth in U. S. As Wholesale Center

Dallas' position as the regional wholesale center of the Southwest was strengthened, and the city gained additional stature as a major national wholesale center as the results of the 1958 Census of Business were announced. Preliminary area reports on wholesale trade showed the Dallas Metropolitan Area ranking twelfth in the nation with a 1958 wholesale volume of \$4,017,188,000.

This volume not only ranked Dallas twelfth nationally but placed, it some \$332 million ahead of the number two Southwestern metropolitan area, Houston. No other Southwestern area was among the top 25 in the nation.

In the four year period between business censuses, Dallas increased its annual wholesale trade by better than \$1 billion. In 1954 the four counties now comprising the Dallas Metropolitan Area did a volume of \$3,027,204,000. The Dallas area ranked 15th nationally in 1954. The 1958 Census saw the Dallas area pass the Cincinnati, Atlanta, and Kansas City Metropolitan areas to achieve its 12th-place ranking.

Other metropolitan areas with populations larger than Dallas, yet ranking below it in wholesale trade include Baltimore, Buffalo, Milwaukee, Newark, Washington and Houston.

While the number two southwestern area, Houston, showed a strong increase in 1958 wholesale sales with \$3,685,278,000, Dallas increased its lead over this area.

In 1954 the four counties now comprising the Dallas Metropolitan Area had wholesale sales of \$305 million more than Harris County, the 1958 lead was \$332 million.

Once again, the strength of the Dallas Metropolitan Area's wholesale trade position consisted of its volume of business by manufacturer's sales branches and the business done by manufacturer's sales offices. While the preliminary report only broke out figures for merchant whole-

salers, the growth of Dallas in these other segments was apparent. In merchant wholesaling alone, Harris County, with its larger population, surpassed the Dallas Metropolitan Area. It is a generally accepted fact, however, that the sales of the merchant wholesalers are in direct relation to the population of the immediate area.

In wholesale trade payroll Dallas was by far the leader of Texas and the Southwest, with an annual payroll of over \$180 million dollars, better than \$15 million dollars ahead of number two Texas area.

The Dallas Metropolitan Area showed 2,636 establishments engaged in wholesale trade. Of this total 2,370 were in the city of Dallas alone.

The great bulk of the area's wholesale sales came from the city of Dallas. The city's figure was \$3.86 billion of the \$4.02 billion shown by the Metropolitan Area. This total for the Dallas area amounted to 28.2% of the wholesale trade done in the entire state of Texas.

When the final area reports on the 1958 Wholesale Trade Census of Business are released, a more complete study of the Dallas wholesale picture can be made.

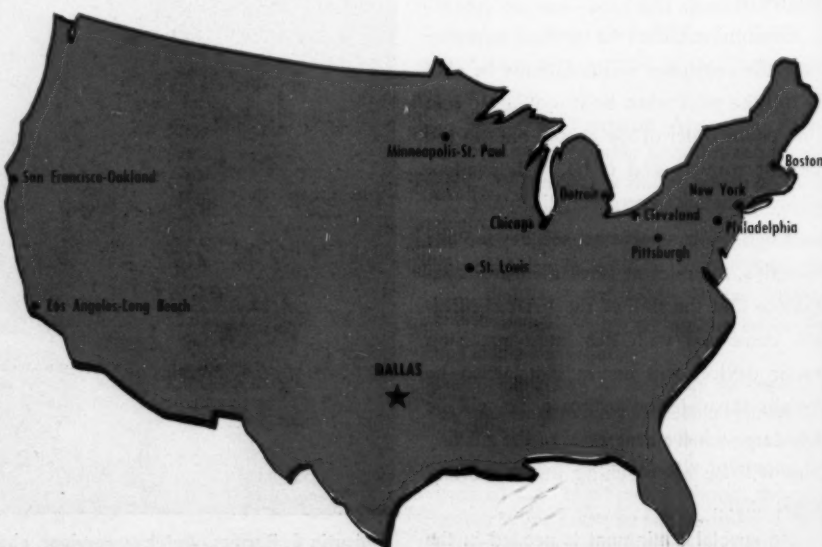
## LEADING WHOLESALE TRADE AREAS

Dallas far exceeds its population ranking by its ranking in wholesale trade. Twenty leading metropolitan areas in population and wholesale trade are listed.

| Population Ranking<br>1959    | Wholesale Sales<br>Ranking — 1958 |
|-------------------------------|-----------------------------------|
| 1. New York                   | 1. New York                       |
| 2. Los Angeles-Long Beach     | 2. Chicago                        |
| 3. Chicago                    | 3. Los Angeles-Long Beach         |
| 4. Philadelphia               | 4. Detroit                        |
| 5. Detroit                    | 5. Philadelphia                   |
| 6. Boston                     | 6. Boston                         |
| 7. San Francisco-Oakland      | 7. San Francisco-Oakland          |
| 8. Pittsburgh                 | 8. St. Louis                      |
| 9. St. Louis                  | 9. Cleveland                      |
| 10. Washington                | 10. Minneapolis-St. Paul          |
| 11. Cleveland                 | 11. Pittsburgh                    |
| 12. Baltimore                 | 12. DALLAS                        |
| 13. Newark                    | 13. Atlanta                       |
| 14. Minneapolis-St. Paul      | 14. Houston                       |
| 15. Buffalo                   | 15. Kansas City                   |
| 16. Houston                   | 16. Newark                        |
| 17. Milwaukee                 | 17. Cincinnati                    |
| 18. Patterson-Clifton-Passaic | 18. Baltimore                     |
| 19. Cincinnati                | 19. Seattle                       |
| 20. DALLAS                    | 20. Milwaukee                     |

SOURCE: Population, SALES MANAGEMENT  
"Survey of Buying Power"  
Wholesale Sales, U. S. Department of Commerce,  
1958 Census of Business

Only these cities on this map exceeded Dallas in wholesale trade as shown by the 1958 Census of Business. Dallas leads U.S. south of St. Louis and east of Los Angeles.





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nothing...**

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*No. 3 Line Mixer Pump Unit*

*Steam Duplex Pump  
(Blowdown Cylinder)*

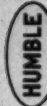
*Blower Fan*

*Rotary Cleaner*

*Open Case*

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Blowdown Valve  
Open Gears

*No. 3 Line Mixer Pump Unit*

*Steam Cylinders*  
Mechanical Lubr.

*Steam Cylinders*  
Mechanical Lubr.

*Cylindrical 150 Cylinder Oil*  
Velvet CC-56 Oil

*Velvet CC-56 Oil*  
Nebula EP No. 1 Grease  
Nebula EP No. 1 Grease  
Surrett Compound EP-20 or 2000

*Velvet CC-56 Oil*

*Motor Bearings*  
Coupling  
Pump, oil

*No. 24 Sweeting Off Pump Unit*

*Electric Motor No. 444*  
Coupling  
Pump No. 24

*No. 25 Solution Pump*  
Centrifugal Pump  
Electric Motor, No. 75  
Coupling  
Pump No. 25

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# Marketing, Manufacturing Boost Building Supply Field

**New centralized exhibit facilities for construction industry and new major production plants enhance Dallas' position as Southwest GHQ for building supplies.**

Marketing and manufacturing basic materials and finished products for the construction industry make up another fast-growing segment of Dallas' diversified economy. The recent announcement of Trammel Crow's Construction and Appliance Mart; Edmund Peterson's Fleetwood Square; the entry of Republic-Transcon Industries into Dallas through the purchase of Texlite and setting up a major facility for the manufacture of Republic Water Heaters; the recently announced Glidden Paint plant at Carrollton; and the \$14 million Texas Industries cement plant under construction at Midlothian, all point up the growing stature of the Dallas Metropolitan Area as the major supply center for the construction industry in the Southwest.

The building of major construction exhibit centers in Dallas will mark a new phase in Dallas' market growth and bring to bear existing advantages of marketing and merchandising know-how into an industry that is presently de-centralized from a merchandising standpoint in the Southwest. Sales offices and sales representatives of many major national building material sources are presently scattered over Dallas, some operating from homes. The new construction industry centers will provide a central point for permanent exhibits and trade shows and will save time for both sales representatives and customers. This should bring new thousands of architects, contractors and prospective builders to Dallas to select materials and components for major projects.

The Construction and Appliance Mart which will be built in Dallas' Master Market Center on Stemmons Expressway is covered in another part of this issue. Fleetwood Square, which will be a \$3 million construction industry center, will be built at 5206 Maple Avenue by Dallas builder, Edmund G. Peterson in association with independent oil operators, Bright & Schiff. These two facilities should give Dallas a pre-eminent position in the southwest in centralized display and merchandising that will bring a large volume of new business to Dallas.

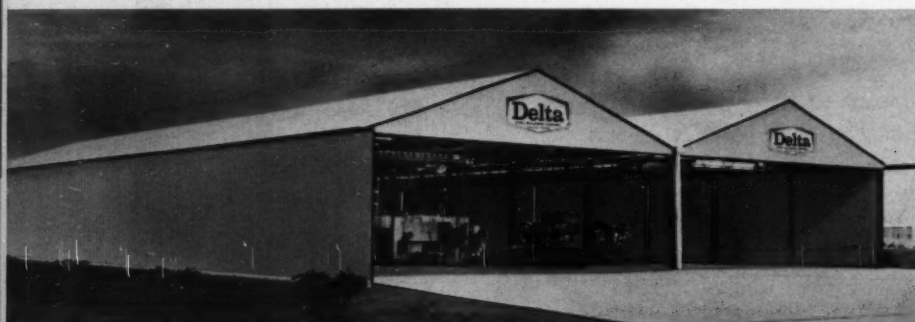
Designed by Dallas architect, George Dahl, Fleetwood Square will include a multi-story office exhibit building, a public restaurant, a private club, a fully equipped auditorium and banquet hall, an auxiliary exhibit and display facility, a technical library and a 126-car underground garage supplementing a 250-car public parking lot.

Fleetwood Square will serve every phase of the construction industry including architects, contractors, building products manufacturers, engineers, home builders and trade associations. Mr. Peterson announces that the Dallas Chapter of the American Institute of Architects, The Dallas Chapter of the Associated General Contractors of America and the Construction Specification Institute will have offices and exhibit space in the new building.

The entry of Republic-Transcon Industries into Dallas adds another dimension to Dallas' diversification as a manufacturing center for building products. The Texlite plant has been enlarged and set into production as the largest of five Republic plants which make it the largest producer of water heaters in the industry.

Republic began its Dallas production in May of this year and the Dallas plant has a capacity of 120,000 water heaters per year. Republic produces electric, gas and LP-gas water heaters for a 7-state area in Dallas, and Republic heaters are marketed through the plumbing industry.

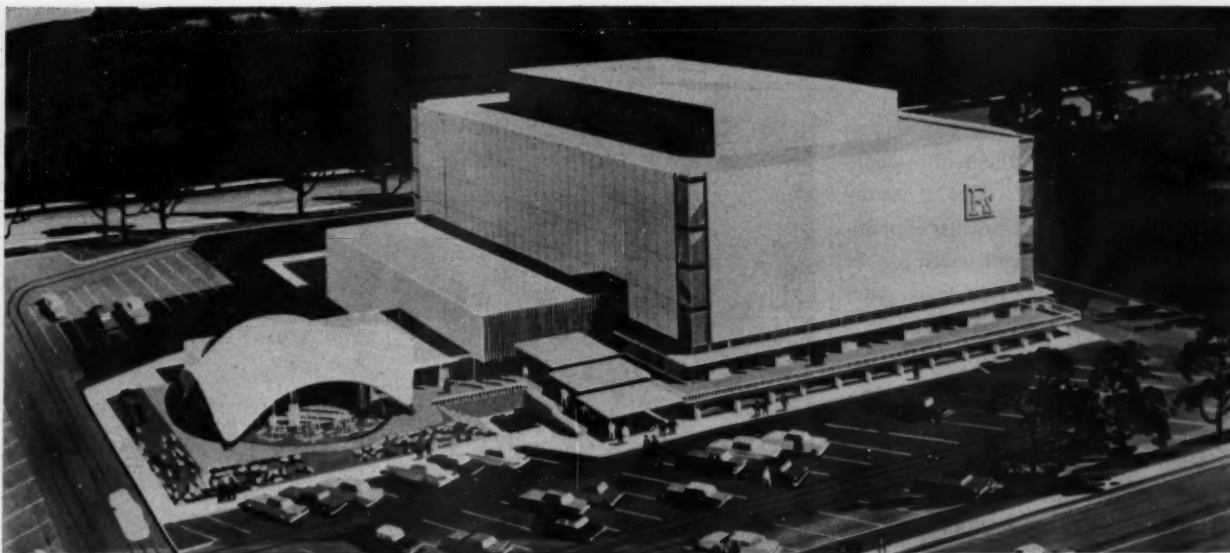
Headed by L. A. Erickson, president of Texlite, Inc., and general manager of Republic Water Heater, Dallas plant the combined 200,000 square foot Texlite Plant will also constitute the production of porcelain enamel signs. The existing Texlite plant facilities combined with the



Upper photo shows front of Delta Steel Building Company's new \$250,000 plant located on Luna Road near Field Circle. This 24,000 square foot Delta Plant also illustrates company use of its own product. General offices are at 4501 Harry Hines Blvd.



Photo on left shows forming facilities in Delta Plant for both wall and roof covering as well as the purlins, girts and eave struts. Three ton coils of 25-gauge galvanized steel feed into the rolls which form the ribbed DECOPANL.



Architects drawing, above, shows Fleetwood Square, a \$3 million construction industry center which will be built at 5206 Maple Avenue by Edmund G. Peterson and Bright & Schiff. It includes a multi-story office-Exhibit building plus eating facilities.

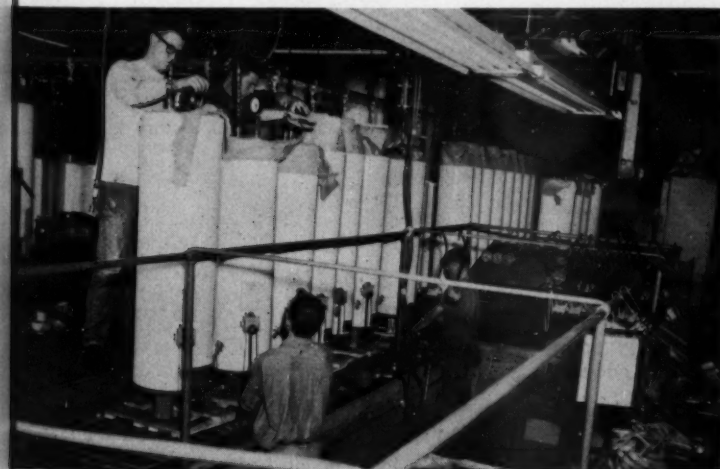
new equipment and production lines installed in the plant make this an ideal combination of manufacturing. Texlite is a Division of Republic-Transcon Industries with headquarters in Beverly Hills.

During the past ten years, Republic has grown from a small firm to one of the top leaders in the \$150 million a year water heater industry. It has plants in

non, president of Republic-Transcon Industries Inc. and general manager of the Eastern Division, Republic-Transcon represents another national industry putting down strong roots in Dallas. Republic-Transcon Industries, Inc. is listed on the American Stock Exchange.

The new \$250,000 Delta Steel Buildings Company's manufacturing plant on

ness in 1950 as a distributor in a small office on Oaklane Street. It was founded by three young men who serve as its major executives today: W. T. Slaton, president; T. F. Sharp, vice-president and Larry L. Edens, vice-president and sales manager. Expanding their steel building service on the basis of tailoring individual structures to the needs of their customers,



Quality control station, shown, above, on production line at Republic Water Heater plant. Tanks are tested at this point in assembly under 375 pounds hydrostatic pressure.



Automatic tapping machine, shown in foreground of above photograph, insures perfect threading on Republic Water Heaters. Background also shows part of plant production area.

Los Angeles, Erie, Pennsylvania, Portland, Oregon; Chicago and Dallas. Its 1959 sales set an all-time record and estimates for 1960 sales are set for the \$20 million mark. Headed by Milton J. Stephens, chairman of the board; Oscar Shabat, chairman of the executive committee, board of directors, and William P. Len-

Luna Road near Field Circle, which began production on March 1, provides a case history of the evolution of a modest Dallas distribution facility into a prime production source for steel buildings. The first Delta Building produced in this plant was shipped to Louisville, Kentucky.

Delta Steel Buildings opened for busi-

ness in 1950 as a distributor in a small office on Oaklane Street. It was founded by three young men who serve as its major executives today: W. T. Slaton, president; T. F. Sharp, vice-president and Larry L. Edens, vice-president and sales manager. Expanding their steel building service on the basis of tailoring individual structures to the needs of their customers,

Delta has erected pre-engineered steel buildings in Dallas and 50 other Texas cities and has even shipped buildings as far away as Turkey.

Combining design, sales and erection in their service, Delta's need for a fabrication facility of their own brought about

(Continued on page 89)



# Dallas Begins Sixties with Multi-Million Dollar Projects

Although the fabulous construction record of the fifties will be hard to duplicate, Dallas is already off to a healthy start in the sixties, with a number of multi-million dollar projects announced for the near future. Most have completion dates set well within the next five years.

Largest by far is the \$250,000,000 Exchange Park development (see page 24), but others which will send Dallas' construction figures soaring include the \$10,000,000 Cary Plaza, an 18-story apartment tower and 22-story, 270-room hotel; the 21-story, \$9,000,000 Southwestern Bell Telephone Building addition; the multi-million dollar Southwestern Life Insurance Company building; and the huge Bishop Lynch Memorial High School.

Cary Plaza, a new concept in urban living for Dallas, will be located on the northwest corner of Ross and Akard, directly across from the site of the new Southwestern Life Insurance Company home office building.

The 22-story luxury hotel and the 18-story apartment will be connected by a landscaped terrace. Specialty shops and service facilities will serve both the hotel and apartment tenants.

Two swimming pools, landscaped walks, terraces and gardens, a putting green and other recreational facilities will also serve both towers. A terrace restaurant will overlook the gardens and will provide service to outdoor dining on the terrace and around the swimming pool.

Rooms of the hotel and each room of the unusual downtown apartment will have private balcony terraces. Approximately 140 apartments are planned and prices will range from \$160 for unfurnished efficiencies to \$1000 for the largest standard 3-bedroom apartment.

Edward H. Cary, Jr., President of the Cary-Schneider Investment Company, believes that this "smaller, luxury, resort type hotel, that caters to the individual and to small meeting groups, will provide



Cary Plaza in downtown Dallas will contain an 18-story apartment house and a 22-story hotel.

Dallas with a full range of the very finest accommodations."

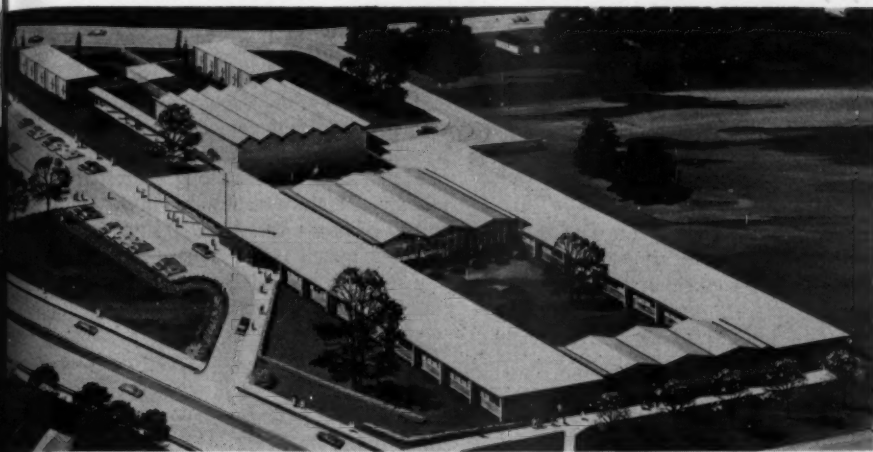
Southwestern Bell Telephone Company's \$9,000,000 expansion program will triple the size of its downtown headquarters building. A 21-story addition adjacent to, and an eight-story addition atop the present 13-story structure will provide 200,000 square feet of additional space for offices and additional telephone equipment. Completion of the entire project is planned for mid-1963.

A huge new home office building for Southwestern Life Insurance Company is expected to be ready for occupancy within the next three to five years. The two-acre tract on Ross Avenue for the building was purchased early in the year for \$1,200,000.

The \$5,500,000 Catholic Educational Development Fund will bring two new Roman Catholic high schools to Dallas within the next two years. Bishop Lynch Memorial High School, to be located on a 23 acre site at Ferguson and Peavy Roads, will open in September 1962. Bishop Dunne Memorial High, located on a 32 acre site at Ledbetter Drive and Hampton Road in Oak Cliff will open in September, 1961.

The Dallas Independent School District has also announced a \$13,180,000 building program which will add seven new schools, three additions and an athletic plant to the area.

Huge developments in the industrial field include the \$5,000,000 Otis Engineering plant at Carrollton, the Glidden



Bishop Lynch Memorial High School is one of two new Catholic High Schools planned for Dallas within the next two years as part of a \$5.5 million program.



Southwestern Bell Telephone Company's \$9 million expansion will triple the size of its present headquarters building.

Company's \$2,000,000 paint plant at Carrollton, and Continental Electronics new \$1,500,000 plant.

More skyline changing in the downtown area will come with the building of the 20-story Bank of Services and Trusts and the 144,000 square foot addition to United Fidelity Insurance Company.

In the construction field itself are the \$3,000,000 Fleetwood Square and the \$9,000,000 Construction Materials Mart, both to be started this summer.

On the outlying areas are a number of large shopping centers and motels, all expected to be completed within the next few years. Also announced are the \$2,000,000 Buckingham North Country Club and a \$5,000,000 bowling center.

Also in the million dollar class will be the Caruth Memorial Rehabilitation Center to be built on a four-acre site on Brook Hollow Road and Harry Hines Boulevard, near the Southwestern Medical Center. It will serve more than 43,500 physically handicapped persons in the area.

In the same area, the new 504-bed, \$10,000,000 St. Paul's hospital is expected to be completed early in 1962.

These are only a few of the major developments already announced and on the drawing boards. Many, many other smaller projects have been announced and some large construction, such as the Federal Government Office Building and the Federal Food and Drug Administration Lab, is pending appropriations from Congress.

This glance at major contracts in the offing for Dallas is made less than six months into the new decade. As time passes more and more building can be expected and more and more confirmation of Dallas' ability to soar into the sixties.

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# DALLAS LEADS

## In Home Building And Suburban Expansion

Dallas continues to lead Texas in home building and suburban expansion. The healthy state of Dallas' home building industry is reflected in leadership for the first three months of 1960. In new dwelling units authorized by building permits issued, Dallas leads with 3,537 units. Houston is next with 2,100 followed by Fort Worth with 1,333 units and San Antonio with 812. The total for the entire state is 15,464 — so Dallas comes up with 22.9 per cent of the total.

Dallas mortgage bankers in the first three months of this year made more than \$40 million available for the purchase of

homes and commercial and industrial buildings in Dallas County.

More than half of the total of \$40,-734,000 went to home buyers in the form of mortgage loans making it possible for families to purchase dwellings, according to James B. Biddle, president of the Dallas Mortgage Bankers Association.

Figures compiled by the Dallas MBA show that 2,200 new loans were processed by mortgage bankers for Dallas County home purchases during January, February and March. These new residential loans totaled \$28,445,000.

In 1959, Dallas County built 15,373 units compared with 11,641 for second ranking Houston. During the decade 1950-1960, the value of residential building in Dallas County totaled \$1,268,660,000. During that same period 87,793 units were completed in Dallas proper and the Park Cities alone.

Figures on other leading Texas counties for 1959 show Tarrant County with 5,709 units; Bexar County 4,621 and El Paso County with 4,104 units. A comparison of figures on units built within

Dallas proper and other major cities shows that Dallas County is leading in the trend to suburban expansion.

The steady outward expansion of Dallas residential development shows up in almost all parts of the County and the accelerated development along expressways and major highways shows up in the 1959 spread of new units. In 1950, the city of Dallas included 117.59 square miles. Today this has expanded to 277.07 square miles. In 1959, 8,760 of the 15,373 units were built in Dallas proper. Highland Park showed 17 and University Park accounted for 28.

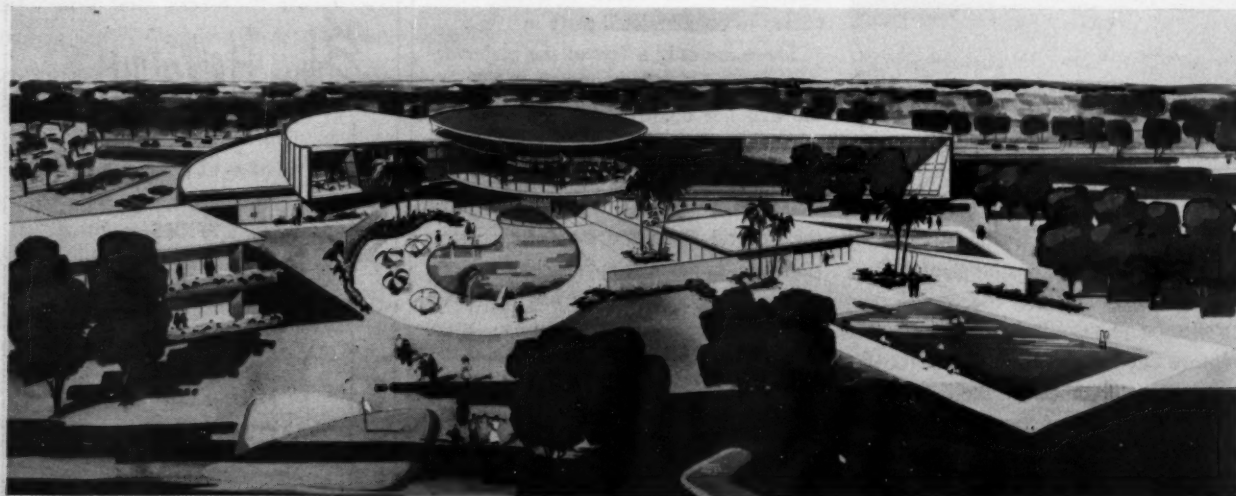
The pace of outer suburban development shows up in Mesquite with 1,679 units; Richardson with 1,208 and Garland 1,088. Farmers Branch had 635 units and Carrollton, 85. Irving accounted for 983; Grand Prairie, 399; Duncanville, 121 and Lancaster, 24.

Current expansion in Dallas County is reflected in the opening of new areas in Dallas and the four-county Metropolitan Area, and in the expansion of present development areas. One of the most signifi-



Shown below is an architects drawing of the \$2 million Buckingham Country Club, center of the projected \$35 million Buckingham North development in the northeast Dallas area.

Aerial view, above, shows fast growing luxury home area in Northwood Hills now being developed by George Mixon and W. T. Troth off Hillcrest north of Northwest Highway.







Photo, upper left, shows street and home construction in a new section of Glen Oaks developed by Clayton Wyman.

Upper photo shows interior of one of model Signet homes now being shown in Brookhaven Club Estates on Marsh Lane.



Photo on left shows exterior of a typical home in Northgate Addition. These homes are in the \$12,500 to \$16,900 bracket.

cant new developments is the Western Park Area in West Oak Cliff encompassing a 7,000 acre tract extending from Cockrell Road to Mountain Creek Lake. Western Park may be said to mark the "last frontier" in Oak Cliff. The first 100 homes under construction in Western Park are being built by Shelby Brothers and Clark Pelt scheduled for opening in early June. The next block of 385 homes to be built by these developers will be under construction by September, 1960.

The entire area being master-planned for development over the next few years includes 7,000 acres belonging to Roland Pelt and the Stemmons family, as well as the 3,000 acres surrounding Mountain Creek Lake owned by Dallas Power & Light Company, which are intended for future park and recreational development. The developers of Western Park are planning to tie-in this beautiful wooded, rolling section with the future development of the Mountain Creek Lake Area.

Shelby Brothers' "Galaxie West" homes selling from \$10,050 and Clark Pelt's "Westway Homes" from \$11,500 will constitute the first installment of more than 2,000 homes planned for the immediate areas. They also plan on building a major shopping center at Cockrell Road and Illinois by the middle of 1961.

Glen Oaks is another outstanding development in the Oak Cliff Area. Situated on high ground six and one-half miles from downtown Dallas, Glen Oaks is a

420 acre tract that has been developed by Clayton Wyman since 1952. Its gently curving and rolling streets are designed to eliminate through traffic. More than 500 homes have been completed in this area and currently 109 new lots are under development.

Most homes in Glen Oaks are in the \$23,000 to \$45,000 bracket and lots range from \$3,500 to \$7,000. Lots in the present development are selling from \$4850 to \$5,000. Home buyers in Glen Oaks have a variety of options from buying lots and building their own homes to buying homes. Large paved alleys and sidewalks are features of this development and the

current development includes nine lots 250 feet deep and 100 feet wide that back up to the bed of Five Mile Creek.

Moving to the Northwest side of Dallas, we find new development in Northgate Addition. Northgate Addition was created by the National Real Estate Development Corporation and is located less than nine miles northwest of downtown Dallas, and less than ten miles from Dallas entertainment, industrial and business facilities. The new Stemmons Expressway puts Northgate just minutes away from the center of Dallas and gives easy access to Brookhollow and Trinity Industrial Districts.



Drawing on right shows Northgate Addition and other major developments radiating from 183 Freeway and easy access of this section of Northwest Dallas to Brookhollow and Trinity Industrial Districts and Downtown Dallas businesses.



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# Lane

container company

11180 Denton Drive • Dallas 20, Texas  
Chapel 7-7101



Aerial photograph, above, shows locale of Western Park Area of 7,000 acres extending to Mountain Creek Lake. This tract, being developed by Shelby Brothers and Clark Pelt, being master-planned to tie in with Mountain Creek development.

Development began in Northgate 1 in November, 1956, and from 50 to 100 homes have continuously been in development since. Northgate 2 began development in January of 1958. Of 1106 homes projected in both Northgate developments, 513 are now occupied. Restricted to brick one-family residences which average 70 front feet and a 110 foot depth, Northgate homes are in the \$12,500 to \$16,900 class.

Land planning includes the most successful design for accident-free streets. Northgate has curbs, gutters and sidewalks as well as city sewer and water lines and police and fire protection. The November issue of "House & Home Magazine" singled out Northgate as one of the best designed, planned and constructed home developments in the entire nation.

Getting into the fast-growing luxury area in North Dallas, we find George F. Mixon and W. T. Troth adding another section to their Northwood Hills subdivision. The new addition of 60 acres adjacent to present Northwood Hills, will make available more than 100 choice homesites for luxury home builders. More

than 30 carefully selected custom builders now working in the area have already completed some 150 luxury homes with a property valuation upwards of \$6.5 million.

Starting with a raw undeveloped tract of 640 acres of land in 1957, George Mixon and Bill Troth have capitalized on the natural beauty of this area and its ready access to Dallas. Present plans call for the development of 1,200 homes in the area as well as a shopping center. Homes in this area are from the \$40,000 to \$85,000 price range, and its proximity to fashionable shopping centers, churches and new schools make Northwood Hills an ideal luxury home location.

Signet Homes is another luxury development now under way in Brookhaven Club Estates on Marsh Lane north of Valley View Lane. Adjoining the rolling grounds of the Brookhaven, Signet homes will be in the \$25,000 to \$40,000 price class. Four model homes, exemplifying the type of residence Signet's designers can plan for the future home-owner were put on display early this month.

Parker C. Folse, Jr., creator of Signet

DALLAS • MAY, 1960

homes, has received national recognition from such publications as "House & Home," "American Home" and "Living for Young Homemakers." Luxury appointments available for Signet homeowners include wall to wall carpeting, Westinghouse Electric or O'Keefe & Merritt gas kitchen appliances, unique room dividers of German antique stained glass, Carrier Air-Conditioning and central heating by Avery, Shoji screens, brick interior walls in entry and kitchen areas, large free-form patios and cathedral ceilings accented by polished wood beams.

Fox & Jacobs are also beginning construction on another country club community in the Southwest-Buckingham Country Club and Buckingham North development. The club and surrounding development will be located on a 511 acre wooded tract in Northeast Dallas bounded by Beltline, Shiloh, Jupiter and Buckingham Roads. The land was acquired for \$1 million. Buckingham Country Club and Buckingham North, with its shopping center and apartments, will represent an initial investment of more than \$10 million. Completion of 500 luxury homes in the Buckingham North area will bring the value of the entire development to more than \$35 million.

Development continues to go forward in Richardson Heights. Richardson Heights Inc. was formed five years ago by George M. Underwood Jr. and J. Lindsley Embry, two young SMU graduates. This has become a model suburban development with more than 5,000 homes. Located north of Dallas and adjoining the city limits of Richardson, Richardson Heights and Richardson Heights Estates combine the advantages of rural and urban living. Richardson has grown from a country village of 1,200 in 1950 to more than 14,000 today.

The continued development of residential areas in all parts of Dallas shows that the managers of investment capital at a national level are sold on the future of Dallas. The funds made available through mortgage bankers for use in Dallas expansion come from local, regional and national life insurance companies, mutual savings banks and other major investors in the United States. The 62 members of the Dallas Mortgage Bankers Association represent more than 280 of the nation's largest investors in real estate. Competition for investment capital is intense in all major growth areas. This means that investors have a wide choice of localities. The continued development of Dallas shows wide investor confidence.

..... AIR CONDITIONING CONTRACTORS

**BEATTY  
ENGINEERING  
CO.**



Fleetwood 7-4674  
2728 MOCKINGBIRD LANE • DALLAS

.....

## BUILDING FOR DALLAS

### Since 1933

For over a quarter of a century  
we have endeavored to establish a reputation for  
competence, honesty and fair dealing. Our  
present and future goal is to continue to merit  
the confidence expressed in us in the past.


#### Hal C. Dyer Buildings in Dallas

|                                   |                                   |
|-----------------------------------|-----------------------------------|
| Lone Star Gas                     | Guardian Savings & Loan           |
| Masonic Temple                    | Hood-Hall                         |
| Rio Grande Life                   | Medical Tower                     |
| Fifth Church of Christ, Scientist | DuBois Company Factory            |
| Hillcrest High School             | National Cash Register Co. Office |
| W. W. Samuels High School         | Reserve Life Ins. Building        |
| South Oak Cliff High School       | Lone Star Company                 |

#### Under Construction in Dallas

St. Michael's and All Angels Church  
Remodelling Home Office, United Fidelity Life Ins. Co.  
Otis Engineering Corporation

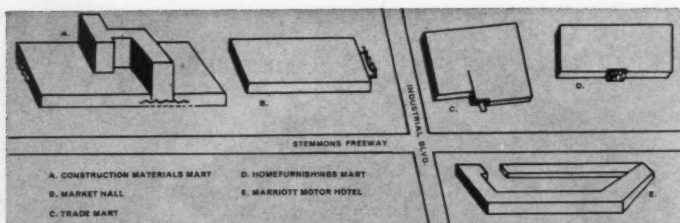
SKILL
RESPONSIBILITY
INTEGRITY



HAL C. DYER
CONSTRUCTION CO.

Lone Star Gas Building





MASTER MARKET CENTER OF DALLAS



## 1,185 Tons of Buyer-Comfort at THE DALLAS HOME FURNISHINGS MART!

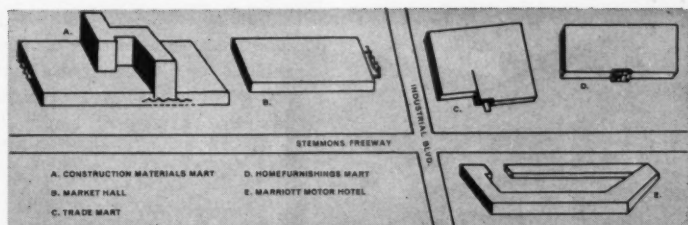
Weather-wise, it's *always* a buyer's market at the Home Furnishings Mart... the Master Market Center's 434,000 square foot building, devoted entirely to furniture lines. 1,185 tons of General Electric weather-conditioning units, furnished by Texas Distributors, keeps showrooms and corridors, restaurants and lounge areas perfectly comfortable at all seasons.

Here, buyers from over 30 states see complete lines from leading furniture dealers... enjoy free parking, convenient escalators, free bus service from Downtown hotels. Dallas always welcomes furniture buyers... welcomes them ANYTIME of year with "Come on in... the weather's fine... at the year-'round air-conditioned Home Furnishings Mart!"



2831 Nagle Street • Dallas, Texas • Fleetwood 7-9141

DALLAS • FORT WORTH • LONGVIEW • TYLER • WACO • WICHITA FALLS



MASTER MARKET CENTER OF DALLAS

MMC



*some light on the subject of*  
**THE DALLAS TRADE MART...**  
*all million square feet of it!*

When buyers from all over the country visit the Master Market Center, they all go home talking about the fabulous Trade Mart... uniquely beautiful, designed for buying ease... with over 350 showrooms displaying thousands of lines for their selection.

Every detail for buyer comfort is provided, from resilient floorings for walking ease to the most modern indirect lighting... custom installed by Harman Electrical to be restful to the eyes, while displaying perfectly the merchandise buyers have come to see.

At the "mart of the future," one million square feet of the "lighting of the future" is being enjoyed *today* by buyers the nation over.

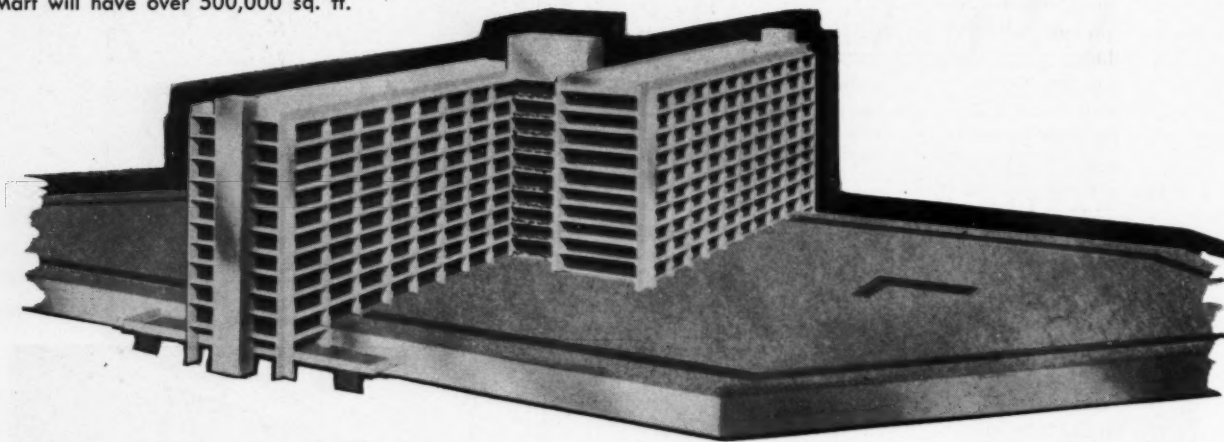
**HARMAN ELECTRICAL CONSTRUCTION CORPORATION**

4311 Belmont

Dallas

TA 4-6369

The ten-story Construction Materials Mart will have over 500,000 sq. ft.



# CONSTRUCTION MATERIALS MART

## *Show Window for the Building Trades*

The construction industry will gain a new permanent "Southwestern Headquarters" in Dallas' Master Market Center.

The Construction Materials Mart, the fifth major building in the marketing complex on Stemmons Freeway, will contain more than a half million square feet of exhibit area, meeting and office space and become a model "show window" for the building trades.

Leasing has already begun on the \$9 million, ten-story twin tower building which has long been a part of the overall plan to give Dallas and the Southwest the finest, most complete "one location" marketing center in the nation.

Construction is scheduled to begin in the fall of 1960 and the building will be ready for occupancy by late 1961.

The building will be located in the Stemmons Freeway area, just north of the Industrial Boulevard-Stemmons Freeway intersection. It will be adjacent to Market Hall (scheduled to open July 2), the Dallas Trade Mart, the Homefurnishings Mart and the Marriott Motor Hotel—other major units of the Market Center.

An experienced public relations staff will publicize the Construction Materials Mart to bring the trade and the public to see new products and to promote products of exhibitors. The exhibit area will be open to the public seven days a week.

The huge ground floor exhibit hall of 302,500 square feet is designed to accommodate 500,000 visitors a year.





National, regional and local manufacturers as well as distributors and manufacturers representatives will be tenants of the building. Engineers, architects, agents and others associated with the building industry will office in the twin-towered office area.

Vice president in charge of the project is Henry E. Hobson, a staff member of the Trammell Crow organization. He is also handling the leasing of the Mart.

"We have long realized," explained developer Trammell Crow, "that for construction materials people to enjoy maximum benefits they must be able to locate in the immediate area of other components of wholesale home merchandising.

"In our original concept of the million square foot Dallas Trade Mart, plans were to set aside the entire first floor of that building for permanent construction materials exhibits.

"However," he continued, "there was a quick realization that the construction industry is so large that it deserves a build-

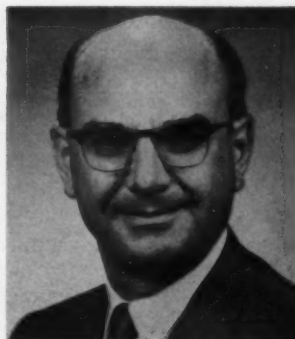
ing of its own, and the Construction Materials Mart plans were conceived."

Located on a 25-acre tract just off Stemmons Freeway, some twenty acres will be set aside for tree-lined parking area completely surrounding the building.

The thousands of visitors to the building from throughout the Southwest will find it easily accessible by major highways which connect with the 16-lane Stemmons Freeway.

Architects of the building, which features a ground floor exhibit hall of 302,500 square feet and twin towers 56 by 250 feet and ten stories high, are Harwell Hamilton Harris, A.I.A., and Harold Berry, A.I.A., both of Dallas.

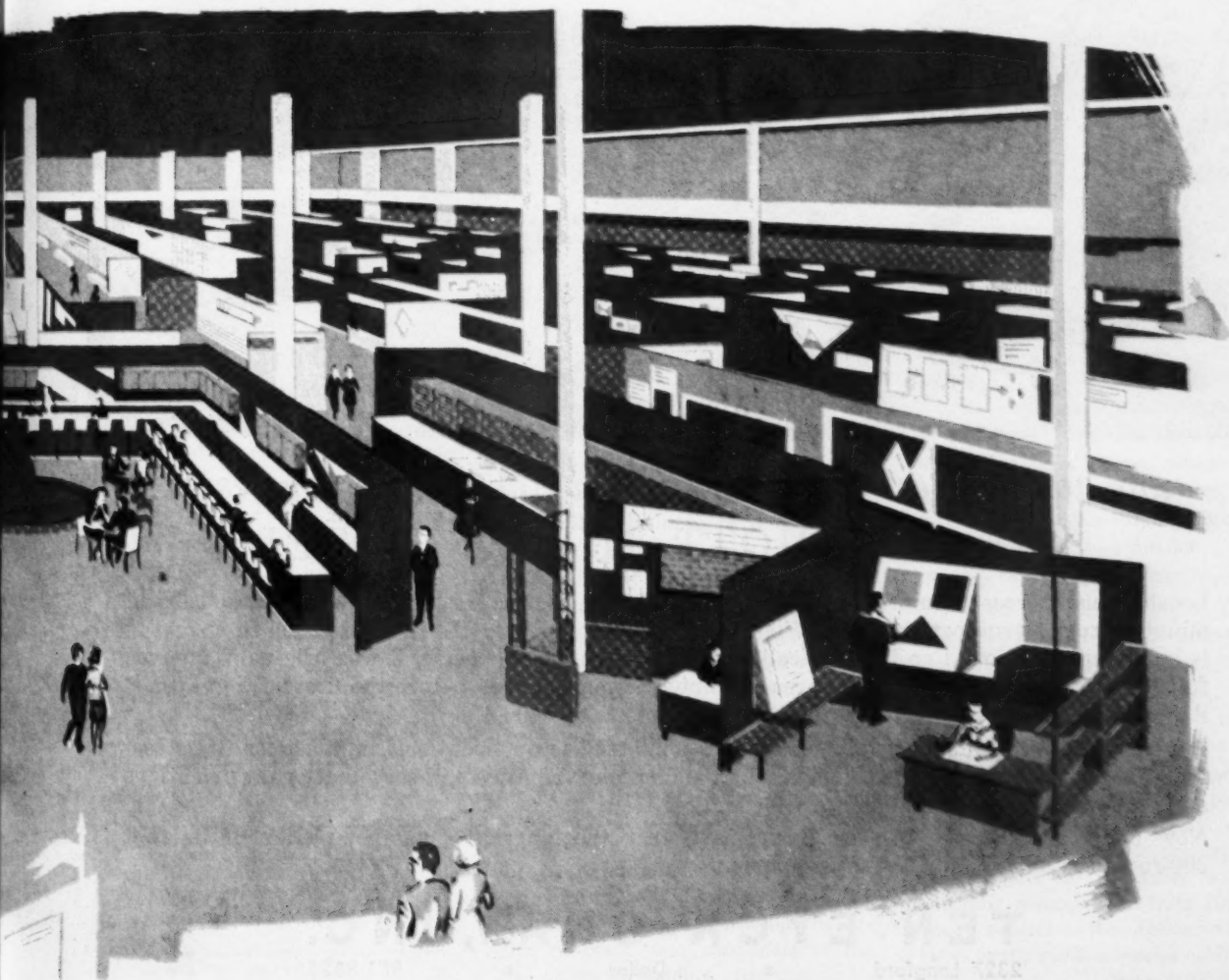
An estimated 500,000 public and industry visitors are expected to visit the Construction Materials Mart annually, attending appliance and remodeling fairs, homebuilding exhibits and the industry and association offices which will be located in the tower sections.

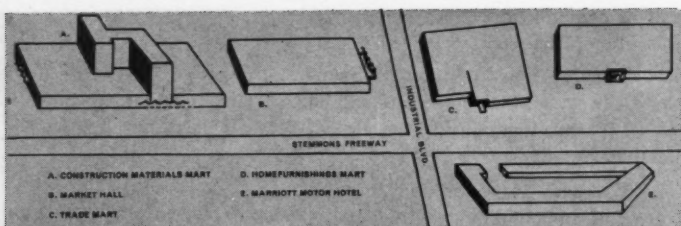


HENRY E. HOBSON  
Vice President Construction Materials Mart

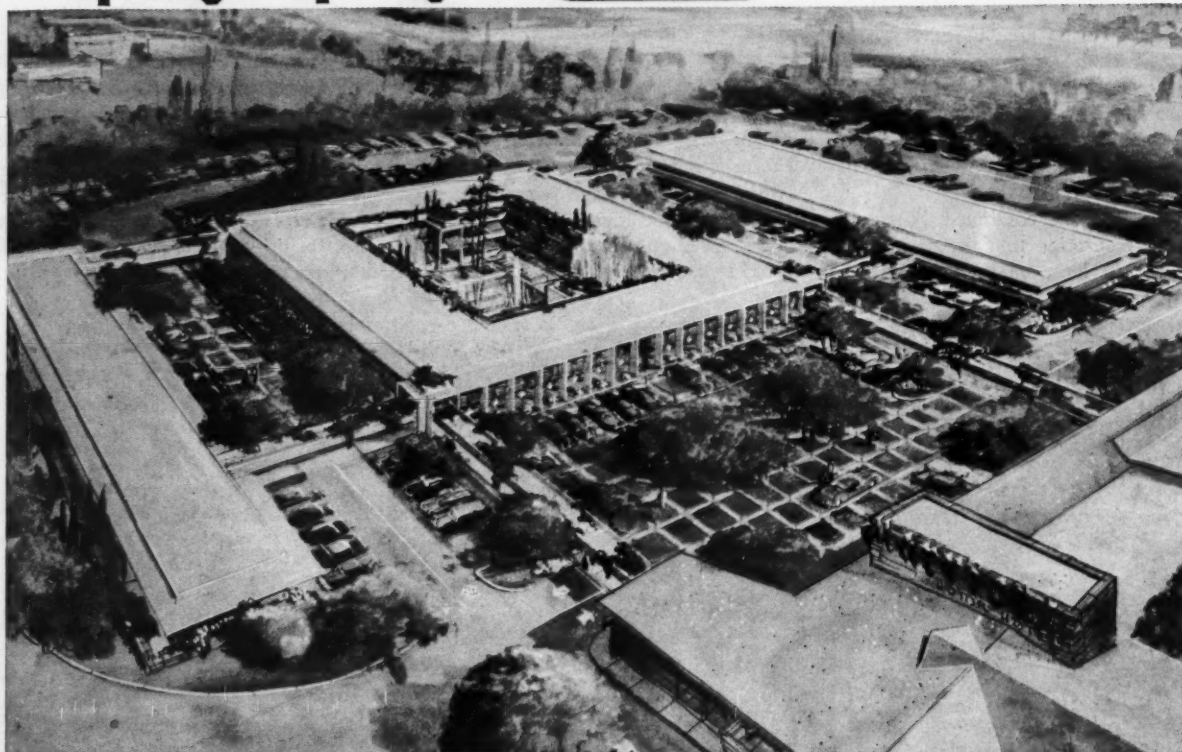
A mezzanine above the ground floor will be spanned by two long bridges where visitors can attain an overall view of the entire general exhibit hall.

The ground floor will also contain a 400 seat auditorium, six meeting rooms and a restaurant with food service available for private luncheons in the individual rooms.





MASTER MARKET CENTER OF DALLAS



*now adding 300 rooms to make it the world's largest...*

## THE MARRIOTT MOTOR HOTEL

Located just across Stemmons Freeway from Dallas' famed Master Market Center...scant minutes from Downtown and Love Field...the Marriott Motor Hotel has doubled in size as it is being built. Designed on the tropically-luxurious resort-hotel theme, it was originally planned for 300 rooms, but growth of the area prompted expansion even before the first section opened its doors.

Buyers will find complete hotel service and delightful accommodations right across the street from their markets. A 900-seat banquet hall and special facilities will serve national conventions and trade shows meeting at the nearby Market Hall.

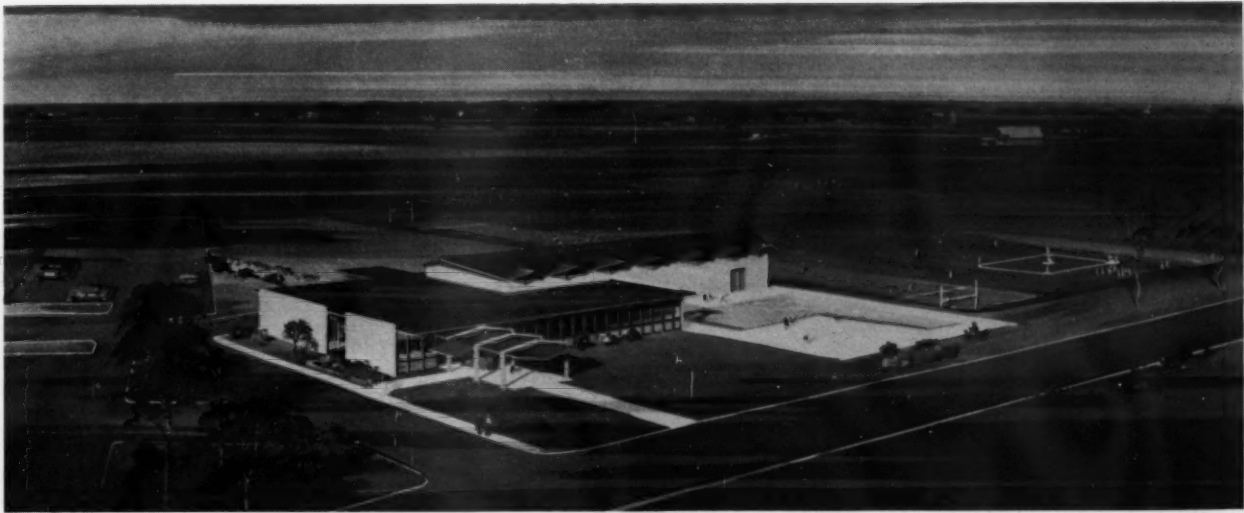
Now under construction by Ten Eyck-Shaw, Inc., the Marriott plans completion of its first 300-room section by July 1 — *this summer!*

**TEN EYCK-SHAW, INC.**

2327 Langford

• Dallas •

RI 1-3825

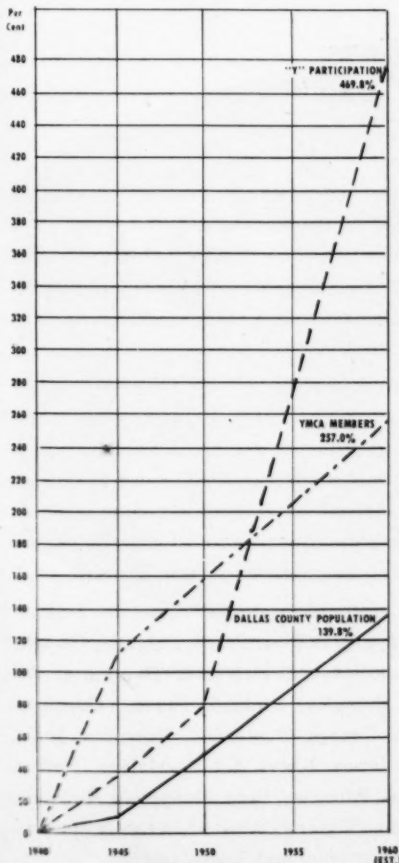


Architect's drawing of one of the seven planned Branch facilities to be built in the areas of greatest population growth.

## Dallas County YMCA Launches Funds Drive

### PERCENTAGE GROWTH 1940-1960

"Y" Members and Participation  
vs.  
Dallas County Population



The Dallas County YMCA is currently conducting a broad base capital funds building campaign to expand and improve its facilities to keep pace with the fast growth of the community during the past several decades.

The prime concern of the Dallas County YMCA is to fulfill its responsibilities to the citizens of this great metropolitan area through providing programs and services based on their needs and interests. In its over-all program—with emphasis on the youth of our community—it provides for the development of the whole person, recognizing the fact that the mind, body and spirit of an individual are so closely related as to be indivisible.

The YMCA is the oldest youth-serving organization in Dallas County having been established in 1885 when the population was less than 12,000. Its history is one to be envied by many organizations. Thousands of boys—and more recently girls and entire families—have taken advantage of the opportunities offered by the "Y." The many spiritual and democratic ideas that the YMCA has fostered over the past years in the minds of countless numbers of youths is reflected today in the activities of Dallas County citizens. Leaders in church activities, cultural endeavors, civic enterprises, PTA's—all of these organizations are reaping the rewards of many who participate in the "Y's" character-building programs.

As Dallas County has grown, so has the YMCA. In fact, in the past two decades, the "Y" has grown almost three times as fast. Dallas County—through new business, new industry resulting in new people moving to the community—has grown 139.8% since 1940. "Y" participation has grown 469.8%!

The only major capital funds building campaign which the "Y" has conducted was in 1928 when Dallas County had a population of approximately 300,000. This campaign made it possible to construct the Downtown, Moorland and Oak Cliff Buildings. Since that time only one building has been erected which is the Park Cities-North Dallas Branch Building. However, Dallas County population today is now more than 950,000.

During this period the "Y" has made every effort to keep abreast of this increased population in Dallas County. The transition of rural regions to heavily populated family areas resulted in requests for "Y" character-building programs in these areas. "Temporary" housing and "borrowed" facilities have made it possible for the "Y" to partially meet these requests. However, to properly serve the youth and families of these areas—to properly train boys and girls for leadership, to instill democratic principles, to train for adult responsibilities—the Dallas County YMCA vitally needs adequate facilities.

(Continued on page 100)





... makes them Citizens.



... shows its museums.



... conducts guided tours.



... boasts of future growth.



# DALLAS PLAYS HOST

## Trade Experts from 46 Nations Visit on "Dallas Diplomats' Day"

Dallas played host to commercial representatives of 46 foreign lands and scored an international trade coup that cities throughout the world will be seeking to surpass. The precedent-shattering Dallas Diplomats' Day, May 9-11, saw Dallas businessmen and world trade leaders putting their city and its trade opportunities on display before the men who can do most to help Dallas grow as an international trade center.

Never before had a business community attempted such a project of this kind, and its tremendous success has made Dallas the talk of diplomatic circles in Washington. Invitations to visit Dallas were sent all 85 embassies and legations in Washington, with the specific invitation to the commercial attache or senior officer concerned with matters of trade.

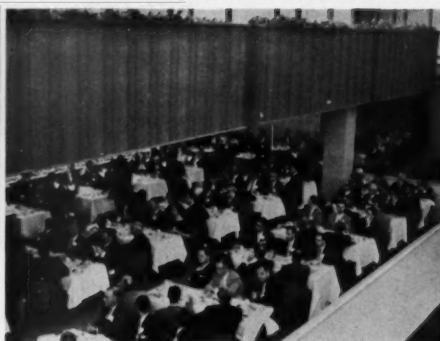
Representatives of forty-six nations came to Dallas: Australia, Austria, Belgium, Bolivia, Brazil, Bulgaria, Canada, Ceylon, China, Czechoslovakia, Denmark, Dominican Republic, Ecuador, El Salvador, Finland, France, Germany, Ghana, Great Britain, Greece, Guatemala, Honduras, India, Ireland, Israel, Italy, Japan, Korea, Libya, Malaya, Netherlands, Norway, Panama, Paraguay, Peru, Philippines, Rumania, Spain, Sudan, Sweden, Turkey, United Arab Republic, Uruguay, Venezuela, Viet-Nam and Yugoslavia.

... provides birdseye view.

DALLAS • MAY, 1960



Greeting guests on arrival were Mayor Pro Tem Elgin Robertson, and Chamber of Commerce President L. T. Potter.



Luncheon at the Dallas Trade Mart (left) featured presentation to the visitors of Western hats and Texas string ties. J. D. Brewer and Miss Dallas, Mary Moore, (right) officiated in making the individual presentation to each of the visiting diplomats.



## TO THE WORLD



World map in lobby of Dallas Love Field terminal provided appropriate spot for formal picture of guests from 46 lands and Dallas immediately after arrival. Despite late hour of arrival, large group of World Trade Committee members and Dallas dignitaries were present to greet the guests.

# Two Days in Dallas...

Representatives from Russia and Hungary accepted but were prohibited from making the trip by the U. S. State Department.

In inviting the guests, L. T. Potter, president of the Dallas Chamber of Commerce, called the program "an unusual venture which should stimulate an understanding and appreciation of the opportunities for a closer commercial relationship between your country and this dynamic center of the Southwestern region of the United States."

Making the program truly unique was the fact that no other city had ever attempted it on even a limited scale. In fact, many of the visitors, key men in the world trade field, said that this trip to Dallas was their first outside the immediate Washington area. It was this ordinarily limited travel, due to time and money, done by the commercial representatives that prompted the Dallas Chamber through its World Trade Committee to develop the project. The chamber felt that the growth of Dallas and the opportunities it affords in the field of international trade would make the trip doubly attractive.

Its success is dramatically illustrated by but two of the many letters of appreciation already received from the visiting diplomats.

From the Belgian representative: "Your city, your businesses have now come to the attention of the various commercial attaches who, for the most part, never come out of Washington and will thus keep Dallas in mind as their practical observation of the phenomenon of American dynamism."

And from the German guest: "The dynamic activity of your city and its importance for the Southwestern region of the United States is well known in my country, but I will do my best to make our commercial circles still more familiar with it."

While in Dallas, the visitors saw residential areas, shopping centers, manufacturing plants, banks, mart facilities and various other business developments. They were guests at two luncheons and a dinner, received western hats and Texas string ties and were made honorary citizens of Dallas.



Modern buildings observed.



Metals Show visited.



Trade Mart showroom inspected.



Old West recalled.

Police, deputy sheriffs admired

Modern machinery studied.







Dallas Merchandise Mart was a featured first-stop on the diplomats two-day bus tour of the city. Dale Miller, center, Washington representative of the Dallas Chamber of Commerce, discusses the Mart and its relationship to the business community of Dallas and the Southwest.

As S. G. Ramachandran of India, official spokesman for the commercial counselors, and George Smith, chairman of the Dallas Chamber's World Trade Committee, listen, Mayor R. L. Thornton welcomes the diplomats to Dallas and makes them citizens of the city, and Southern Methodist University President Willis Tate explains the importance of their visit and tells of the growth of Dallas as a center for world trade.



Highlight of the trip was the Wednesday night dinner, at which time Mayor R. L. Thornton presented the citizenship certificates, and Dr. Willis Tate, president of Southern Methodist University, spoke to the group on the growing importance of Dallas as a world trade center.

Making the trip a work visit were consultation periods arranged between the various commercial representatives and Dallas businessmen who had problems or ideas to discuss with them.

Particularly gratifying to members of the World Trade Committee was the scope of the nations participating as well as their numbers. The group represented lands large and small in all areas of the world. The project truly brought the world to Dallas, and each man left the city with a new picture of the Southwest, Texas and especially Dallas.

Its future benefits to our city will be many.



Dallas hat tested.

# Industrial Dallas, Inc., Brings MORE BUSINESS FOR DALLAS

by C. A. Tatum

President, Industrial Dallas, Inc.

Four months ago — the day after a four-color advertisement of Industrial Dallas, Inc. appeared in *Fortune Magazine* — a vice president and the plant manager of a California oil equipment firm walked in to the Industrial Department of the Dallas Chamber of Commerce with a copy of the advertisement in hand.

They had been thinking about relocating in the Southwest and the advertisement

tion, the campaign has produced two other important beneficial results:

1. More effective coordination of effort among all agencies in Dallas who are selling the area for industrial locations — achieved through the uniform use of Industrial Dallas back-up literature.

2. Welcomed assistance, again through Industrial Dallas literature, to major Dallas concerns in the recruitment of engi-

is still in competition with two other cities, out of a field which originally totaled between 30 and 40 areas.

To pinpoint further the influence of national advertising in creating favorable attention for Dallas: The representative of one of these major companies was in another South-western city inspecting sites when he happened to see an Industrial Dallas advertisement in a national publi-



Downtown billboard, donated by Uhler Co., is only one of local promotion aspects of the Industrial Dallas Campaign.

brought them to Dallas. They are currently negotiating with site owners.

This type of response to Industrial Dallas advertising doesn't happen every day, of course. Yet a year of effort by Industrial Dallas has produced 231 sound leads among industries, large office functions and other businesses that are now in the process of decision making about new business and industrial locations.

These leads include 59 manufacturing firms.

Industrial Dallas advertising — made possible by the support of the Dallas business community — was started in national publications in October, 1959. Purpose is to attract new industries and payrolls to Dallas, and accelerate the growth and progress of the entire metropolitan area.

In addition to uncovering these high-quality prospects for expansion or reloca-

neering, technical and other professional personnel.

Moreover, it has become increasingly evident that the campaign is perfectly timed to build momentum in selling Dallas to industry for the next ten years, and to assure Dallas its share of business in the "booming 60's."

Two of these 231 prospects are more important — in terms of payroll — than any prospects the Chamber's Industrial Department has had an opportunity to work with in ten years. Either would mean the largest single addition to the Dallas economy in a decade, and would bring economic benefits outweighing the entire cost of the three-year promotion effort by Industrial Dallas, Inc.

At this stage the Chamber's Industrial Department is hopeful of landing both prospects for Dallas. This city, however,

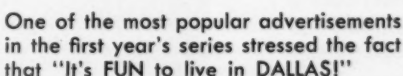
cation. While Dallas was not on his original list, he decided to check in with the Chamber's Industrial Department. As a result, Dallas is now one of the three remaining cities under consideration.

It is much too early to determine what percentage of all these prospects will actually decide on Dallas. Negotiations are still in the confidential stage with almost all the leads produced by Industrial Dallas advertising.

Nevertheless, it is obvious that the campaign has given Dallas the opportunity to tell its story to a much higher percentage of these prospects than would have been possible otherwise.

As evaluated by J. Ben Critz, Vice President - General Manager of the Dallas Chamber, "Since the Industrial Dallas program started, we have had the opportunity to present a strong case for Dallas before

As these industrial development people study this material and keep it up to date, they are able to take advantage of all the sound arguments the Dallas Chamber has been able to accumulate over a long period of years.



(Continued on page 90)

Industrial Dallas, Inc., told its story with special booths at trade shows and in exhibits at various Dallas locations.





# There's a New **REPUBLIC** in Texas!

## TEXAS IN HOT WATER

REPUBLIC Thermo-Glas WATER HEATERS are now being produced in Dallas.

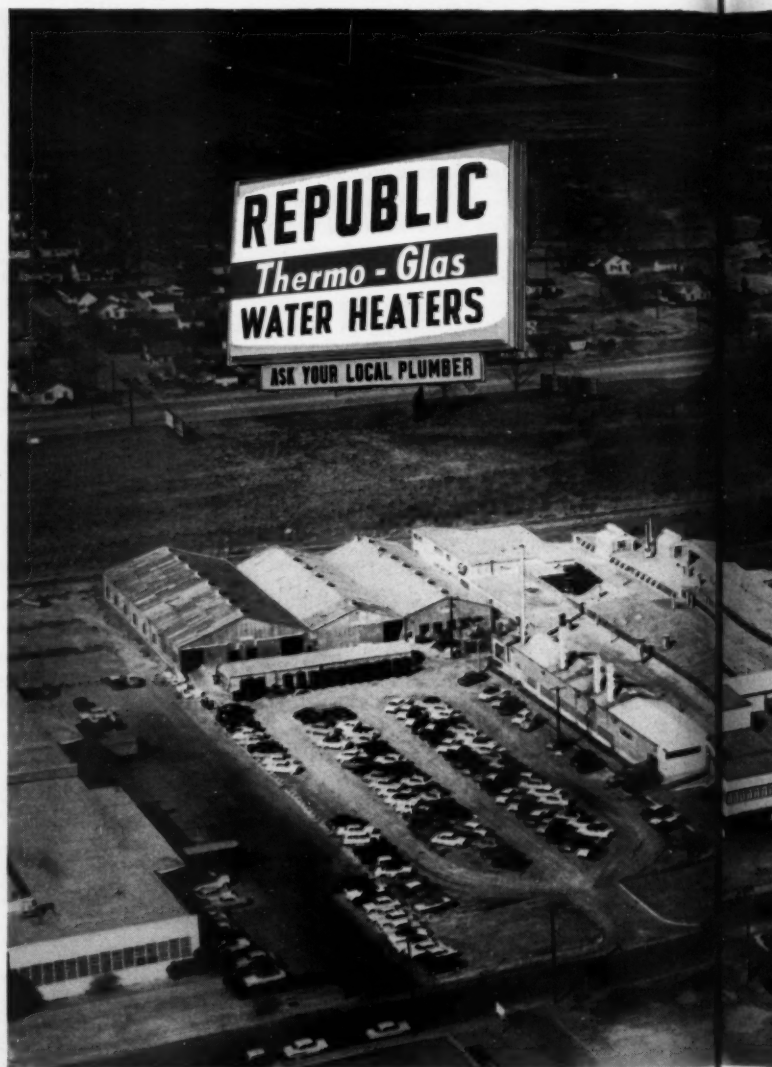
The Dallas plant is the fifth and largest of the REPUBLIC group which manufactures over 100 different models of glass-lined domestic and commercial water heaters. Since March 4th this year the Dallas plant has produced over 10,000 complete heaters.

Located in Dallas to serve the expanding Southwest, the modern facilities offer complete manufacture... from flat steel sheet to the latest in finished glass-lined water heaters.

REPUBLIC service includes the most modern warranty protection available today... with a 10-year guarantee, 5 years unconditional and 5 years pro-rata... *Complete Factory Service* from the Dallas plant is available to the entire trade area.

The skilled Texlite porcelain enameling specialists and the large capacity equipment (which produced 250,000 water heater tanks for another national maker) are now being fully utilized by REPUBLIC in applying the "Thermo-Glas" formula glass lining to the heavy steel tanks: "Thermo-Glas" is designed specifically for water conditions in the Southwest.

In addition to the large amount of purchasing done locally for the REPUBLIC plant... the \$1,200,000 annual payroll will be a welcome addition to the expanding Dallas economy. REPUBLIC Water Heaters are sold through an organization of Plumbing & Heating Wholesalers to Master Plumbing Shops.

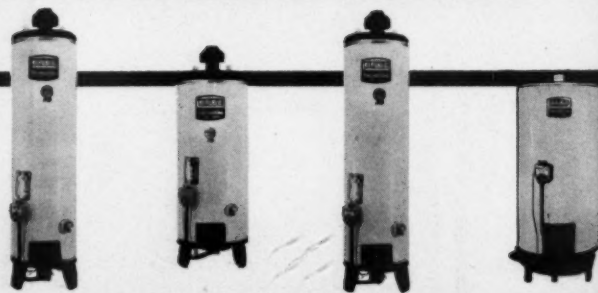


## REPUBLIC WATER HEATER

DIVISION OF  
TEXLITE, INC.

3305 MANOR WAY • DALLAS 35, TEXAS  
Fleetwood 7-9361/Fleetwood 2-8461

DIVISION OF  
REPUBLIC TRANSCON INDUSTRIES, INC.





### SIGNS THAT SELL

Expanded . . . modernized . . . this eighty-year-old firm has been re-vitalized with completely new ownership, completely new management and fresh vital ideas in the brisk business of designing and building advertising signs.

The creative design staff at TEXLITE aids the sales force in helping the sign customer in the development of unusual and exciting graphic designs to solve a particular sign-advertising problem. Versed in such fields as symbol-psychology and motivational research . . . this group of artists assure the sign-user that TEXLITE designed and built signs will do a top-notch advertising and selling job.

The fully qualified engineering staff works with skilled production people in applying such materials as aluminum, Acrylic painted and pigmented plastics, neon and porcelain enamel to the manufacture of TEXLITE illuminated and non-illuminated signs that are used by American business and industry throughout the nation.

The re-vamped TEXLITE Architectural Division now specializes in the manufacture of *proven* types of porcelain enamel and other architectural panels that go into the modernization and construction of single and multi-story buildings all over the country.

Interestingly embossed or flat these fully insulated . . . new panels offer the architect and builder an enormous range of colors and textures that allow a stimulating use of imagination in creating today's buildings.

## *There's a New TEXLITE in Dallas!*

# STATE FAIR MUSICALS

During its 19th season coming up, Dallas' own State Fair Musicals will provide a world of entertainment while living up to its billing as "America's foremost summer theater."



The twelve-week season opening June 13 in State Fair Music Hall will offer the freshest and most original package of shows the Musicals has ever presented, in terms of newness and current appeal. It will be a summer of shows never before staged in the Southwest, with the oldest dating back only three years. Each of the six productions will run two weeks in the air-conditioned Music Hall at State Fair Park, and there will be fourteen performances of each show.

To launch the season, the Musicals will present "West Side Story," regarded as a milestone in the musical theater. Then will

MARLENE DIETRICH  
"An Evening"

CAROL TAYLOR  
"West Side Story"

"HOLIDAY IN JAPAN"

TAINA ELG  
"Redhead"

CAROL CHANNING  
"Show Business"





come Carol Channing in "Show Business," June 27-July 10; "Redhead," July 11-24, and "Holiday in Japan," July 25-August 7. "Fiorello!" will be presented August 8-21, and the final shows of the season will be "An Evening With Marlene Dietrich," August 22-September 4.

Of the three "book shows" to be presented this summer, "Fiorello!" was new on Broadway this season, "Redhead" is only a year old, and "West Side Story" was launched in 1957.

Of the three "novelty" attractions, "Holiday in Japan" has never been outside Las Vegas and Dallas will get first look; the Marlene Dietrich show has played only in Las Vegas and at Lake Tahoe in this country; and Carol Channing's "Show Business" is a new revue currently on a highly successful tour.

"West Side Story" and "Redhead" will both be produced here in Dallas by the Musicals staff, and as usual, the Musicals has engaged some of the brightest talents in the business to stage them. Gus Schirmer Jr., nationally known as a director as well as for discovering and developing new show business talent, will serve as stage director this year. James Leon and Zoya Leporska return for the second year as musical director and choreographer, respectively, and Peter Wolf as scenic designer again will provide the opulent settings for which he and the Musicals are both famous. Managing Director Charles R. Meeker Jr. will supervise all phases of production.

The national company of "Fiorello!" will be assembled in Dallas and will start its nationwide tour following its engagement at the Music Hall. Famed Broadway director George Abbott, whose name has been linked with innumerable stage successes, will direct the Dallas production of "Fiorello!" as he did the original New York production.

"West Side Story" had its New York premier in September of 1957. The show is a contemporary version of the Shakespeare "Romeo and Juliet" theme in which Italy's Verona becomes a present-day Manhattan slum area. The feuding Capulets and Montagues are two teen-age gangs. Romeo is a city boy named Tony and Juliet is a Puerto Rican girl, Maria. The balcony scene is played on the fire escape of a Puerto Rican tenement, and as in the Shakespeare version, the love affair has a tragic ending.

The story deals, of course, with New York's Puerto Rican problem. To tell this musical story so rife with social conflicts and vivid realism, the authors resorted to a new form of musical theater in which

the dance becomes predominant. The score by Leonard Bernstein is a high tensioned one, but there are many lighter moments—ballads, love songs, even comedy numbers.

In the Dallas production, the lead roles will be taken by two talented young people. "Tony" will be played by Robert Kole, who has served as understudy in this role with the national company on tour and has played the part many times in this capacity. "Maria" will be Carol Taylor, who is also familiar with her role through performances in summer stock, in which she has wide experience as well as having appeared on Broadway.

Carol Channing, the vivacious blonde comedienne who first made her mark in the revue "Lend An Ear" of a decade ago, and later nailed down her claim as one of the foremost talents in musical comedy today as Lerolei Lee in the original production of "Gentlemen Prefer Blondes," will exhibit her skills as impressionist, satirist and mime in "Show Business."

The show, specially written for Carol by Charles Gaynor, who also wrote "Lend An Ear," is a satire and proof of all phases of show business. The show had its debut in recent months in Chicago, where it was originally booked for three weeks. The darling of critics and audiences alike, the Channing opus played the Windy City instead for nine sellout weeks, and is now on national tour.

"Redhead" opened in February of last year on Broadway. The show is a "murder mystery musical" replete with tunes, dancing and comedy. It has been described as being "part Agatha Christie, part Keystone cops." The starring role is that of a wistful, rather plain looking girl named Essie Whimple, who fashions wax figures in a London wax museum. Mixed up in the plot are "The Strangler," who has terrified turn-of-the-century London by murdering a dancing girl, and a vaudeville strong man weighing fourteen stone, who is Essie's ideal. In the happy ending, Essie becomes a flaming and beautiful redhead, trapping both her strong man and the killer.

Star of the Musicals production of "Redhead" will be the Finnish beauty, Taina Elg, the shapely, green-eyed ballet dancer who has starred in a number of Hollywood films. She was most recently seen in a starring role with Kay Kendall and Mitzi Gaynor in the movie, "Les Girls." A native of Helsinki, she has danced with the Sadler's Wells Ballet Company and has appeared with ballet troupes in most of the capitals of Europe.

(Continued on page 112)

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# LING-TEMCO ELECTRONICS

## *Proposed Merger by Two Dallas Giants*

### **Merger Plan Promises One of Nation's Leading Electronic, Missiles Firms**

Dallas County's largest single employer is the expected result of the pending merger of Temco Aircraft Corporation and Ling-Altec Electronics, Inc.

Already approved by the Boards of Directors of each firm, the proposed merger creating the new Ling-Temco Electronics, Inc., is soon to be presented to stockholders of both companies.

Managements of both companies described the plan as a major step in the fulfillment of their common objectives — to develop into one of the leading and most diversified companies in the electronics and missiles industries.

Two continuing phases of expansion and growth will be carried out; the programming of a strong research and development team to fulfill the need of rounded out commercial and defense product lines, and the continuation of a planned schedule of selective acquisitions supplementing the companies that form this group.

The combination would make Ling-Temco Electronics, Inc. one of the most diversified of the leading companies in the electronics and missiles industries with outstanding management, scientific, facility and laboratory capabilities.

Ling-Temco would have proved design and manufacturing capabilities in defense programs now in progress including complete missile and ground support systems, super-power transmitters, Iconorama display systems, environmental electronic testing systems, super-power radio transmitters, Sonar devices, radar Antenna Systems, micro-wave transmitters and receivers, servo amplifiers, airborne and ground support TV systems and a wide variety of proprietary electronic products. This broad scope of activities in the defense area would include participation in portions of the Polaris, BEMEWS, Corvus, Nike-Zeus, Hawk and Sergeant programs.

In addition, Ling-Temco would have strong product lines in the commercial field such as radio transmitters, loud speaker systems, standard and specialized transducers, stereo hi fi systems, electro mechanical coin operated systems, performance monitor radar systems, as well as many other commercial products.

The production and engineering facilities of the companies are located in Los Angeles, California; Newark, New Jersey; Winchester, Massachusetts; White Plains, New York and Dallas, Garland, Grand Prairie and Greenville, Texas.

The total square footage of all the facilities would be approximately 2.6 million square feet, a substantial portion of which would be owned by the company. In addition, the combined companies own more than 500 acres of land, which is available for further expansion. It is contemplated that the facilities of Temco would be placed into immediate useage to augment the facilities of Ling-Altec on current Ling-Altec contracts. The company would initially employ approximately 9,000 people, about 1,500 of whom would be engaged in engineering, research and development activities. Ownership of the surviving corporation would be comprised of more than 20,000 shareholders.

The existing management and key operational employees of both companies would continue. It is proposed that principal officers and management personnel of Ling-Temco Electronics, Inc. would be as follows:

Robert McCulloch, Chairman of the Board and Chief Executive Officer; James J. Ling, Vice Chairman and Chairman of the Executive Committee; Clyde Skeen, President; Lee D. Webster, Executive Vice President. It is anticipated that the above named personnel, with some additions, will comprise the Executive Committee.

It is tentatively planned that each stockholder of Temco would receive 6/10 of a share of Ling-Temco Electronics, Inc. stock for each share of Temco and that the Ling-Altec Electronics, Inc. stockholders would receive one share of Ling-Temco Electronics, Inc. for each share of Ling-Altec.

Combined sales for the two companies in 1959 were \$148,764,295 and combined backlogs at December 31, 1959 were approximately \$133 million. Total assets of the two companies were \$69,033,283, with combined stockholders equity of \$24,255,042.



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## 464 New Members

# ONE-DAY DRIVE SCORES "SUCCESS"

The Membership Committee concluded one of its most successful "One Day" membership drives in April, with a total of 464 memberships sponsored. This was the second best "One Day" in the history of the Chamber, being exceeded only by the 1956 "One Day" Drive which resulted in 495 memberships. The total memberships acquired for the first four months of 1960 (935) exactly is the same number as for the first four months for 1959. Membership Committee Chairman Bob Cullum expressed his appreciation to the 190 "One Day" Drive workers who aided the permanent committee by saying:

"Our temporary workers sponsored a total of 175 memberships of the total of 464. This is the most for the temporary group in any "One Day" Drive in Chamber history. The diligence and cooperation exhibited by this fine group is most appreciated by the Membership Committee and the Chamber's Board of Directors. At the present time, we are running approximately 21% ahead of our quota of 2300 memberships for 1960."

April activity also resulted in two major changes relative to the annual Membership Committee awards. Vice Chairman Dawson Sterling took over possession of the "Top Hand of the Year" trophy from Jack Hospers, having sponsored a total of 61 memberships from January 1 to April 30.

In the race for the President Les Potter Trophies, section No. 4 took over possession of the third place trophy from section No. 2 which had kept it since the first of the year with a total of 99 memberships. Section No. 5 retained possession of the second place trophy with 104, and section No. 7, under the leadership of Vice Chairman Charles Barrett, Jr., continued to hold the first place trophy, with an outstanding total of 204 memberships since January 1.

General Max J. Volcansek, Jr., Texas Instruments, was the number one temporary worker, sponsoring 27 memberships, a new record for "One Day" Drive workers. The previous record was 18 set in 1956.



GEN. M. J. VOLCANSEK, JR.  
Texcs Instruments  
First Place: One-Day Drive  
27 Members



RAY TUEL  
Fidelity Union Life  
Second Place: One-Day Drive  
21 Members



W. G. RAGLEY  
Mercantile Bank  
Third Place: One-Day Drive  
16 Members

Displaying awards, below, are: left to right: Ben Gee, Lone Star Gas Co.; Harvey Bradshaw, Texas Bitulithic; Jim Cauthen, Federal Reserve Bank; Bob Greenwald, Goodwill Industries; Fred Garland, Garland's Trophies; Jim Allen, 1st Asst. District Attorney; D. G. Liggett, Southland Life Ins.



Admiring new award below, are: seated, left to right: Jack Hospers, Chance Vought Aircraft; Bill Coleman, Realtor; Stormy Meadows, Adolphus Hotel; Joe Suwal, Titche Goettinger; E. S. Parr, Wm. J. Burns Detective Agency. Second row, left to right: Dave Balderach, Lone Star Steel Co.; Dixie Carmichael, Dallas Health & Science Museum; W. W. Flatt, Marinello Beauty College; Earl Hite, TEC; Carol Neaves, Lone Star Gas Co.





Associate Chairman Bill Shaw describes new 1960 Membership Committee booklet, "Your Dallas Chamber of Commerce" to new Chamber members and current members increasing their Chamber investment. Left to right: Bill Shaw, District Clerk; Jerome Rosen, Pioneer American Insurance Company; Everett Miller, Pyramid Erectors; Bob White, Attorney; Harry S. Lockhart, Pioneer Life Insurance Company; J. Stanley White, Burton-Dixie Corp.; Robert L. Clark, Attorney. Second row, left to right: Ed Bernet, Progress Homes & The Dixieland 7; George E. Nasif, Union Central Life Insurance Company; Walter F. Albritton, Albritton & Associates, Inc.; G. L. Merrell, Athletic Club Beauty Salon; Richard E. Sittel, Consolidated Leasing Corp.; Rudy Prins, Rudy Prins Company; J. Jean Dixon, Artist's Rep.; Don M. Mayne, DMCO Enterprises.



Award winning Committeemen for Chamber's "One Day" Drive are: E. S. Parr, Wm. J. Burns Detective Agency, and Asher Dreyfus, Jr., Linz Bros. Looking on, left to right: Dick McLeRoy, J. W. Bartholow Co.; B. J. Rathheim, C.P.A.; Lloyd E. Gerry, Johnston Printing Co.; Joe Harris, Peat, Marwick, Mitchel & Co.; Gene Ray, Richardson Savings and Loan; Reagan Ferguson, Dallas Federal Savings & Loan; Nat Ryan, Industrial Nat'l. Bank; Russell Thompson, C. Wallace Plumbing Co.; George J. Watts, III, Lakewood State Bank.

The Board of Directors of the Dallas Chamber of Commerce takes great pleasure in saying thanks from the Chamber's entire membership to the following veteran members of the Dallas Chamber who this month increased their investments in Greater Dallas by substantially increasing their annual Chamber of Commerce dues:

**American Bakers**, Meadows Bldg., Clarence Powers, Lowell Agency, Lloyd T. Crow, George Sharber, (J. C. Rutledge)

**Associated Aviation Underwriters**, Mercantile Bank Bldg., R. L. Yeargin, W. W. Walter, (Oliver F. Erickson)

**Brown Aero Corp.**, Addison, Texas, Wm. C. White, (Admiral A. C. Olney)

**The Crockett Company**, Southland Center, B. H. Carpenter, (D. G. Liggett)

**Cullum Construction Company**, 1412 Fidelity Union Life Bldg., George P. Cullum, Sr., (H. S. Bradshaw)

**Dal-Tex Aviation**, Addison Airport, E. H. Evans, (John J. Hospers)

**Charles Dennery, Inc.**, 318 Cole, Charles Moreland, (Donald C. Atwood)

**Dixie Wax Paper Company**, 1300 S. Polka, Louis T. Kimple, (Asher Dreyfus, Jr.)

**Donovan Uniform Co., Inc.**, 171 Parkhouse, Jack Donovan, (John J. Hospers)

**Gardner Hotel Supply Co., Inc.**, 309 N. Market, A. J. Lukin, (John J. Hospers)



Head table at April 21st report luncheon included: left to right, first row: Roy Matthews, Matthews Engineering Co.; S. T. Harris, Texas Instruments; Howard C. Sullivan, Ford Motor Co.; Judge Dick Dixon, Chief Justice Court of Civil Appeals; Judge Henry King, Criminal District Court No. 2; Joseph Harper, Statler-Hilton

Hotel. Second row: J. G. Balle, Texas Bitulithic; Col. Ray J. Cox, Military Traffic Management Agency; Randall Davis, Sheraton-Dallas Hotel; Associate Chairman Bill Shaw; W. A. Courson, Texas Bitulithic; Kenneth White, Fidelity Union Life Insurance Co.; G. M. Crittenden, Ford Motor Company, Dallas Division.

**Frozen Food Express, Inc.**, 318 Cadiz, S. M. Stubbs, Sr., Cyrus Weller, (Gene L. Wismer)

**Gaylord Container**, 11333 Kingsley Rd.; Mac Merwin, E. M. Hearne, J. W. Meinhardt, Claude A. Ritchie, Wm. W. Bayless, (Admiral A. C. Olney)

**Lind-Reed Paper Company**, 500 Exposition, Henry C. Reed, Jr., (John J. Hospers)

**General Electric Company**, Defense Electronic Division, 8101 Stemmons Free-

way, J. J. Bingham, T. E. Acord, (Admiral A. C. Olney)

**The Glidden Company**, 1003 Dragon, H. P. Jensen, (James K. Allen)

**Ingersoll-Rand Company**, 1738 Canton, W. H. Lee, (E. S. Parr)

**Jarrell Company**, 6117 Winton, James F. Jarrell, Jr., (Gene L. Wismer)

**Lawyers Title of Texas**, 1010 Davis Bldg., D. Gordon Smith, (Ray Virgin & Gene Ray)

**Manhattan Laundry & Dry Cleaning**

Co., 207 Prather, Marcus Gendel, (Donald Atwood)

**Merchants Retail Credit Association,** 2112 Jackson, J. E. R. Chilton III, H. G. Chilton, J. E. R. Chilton, Jr., C. C. Thompson, (Asher Dreyfus, Jr.)

**Moncrief Lenoir Mfg. Co.,** Myrtle & Coombs, Carl M. Finley, (John J. Hospers)

**National Title & Abstract Co.,** 711-16 Praetorian Bldg., Frank Dunlap, Sam French, (Gene Ray and Ray Virgin)

**North American Merchandising Co.,** 8500 Sovereign Row, William Rubin, (Jerry Orr)

**Schepps Dairy,** P. O. Box 11095, H. Schepps, (James K. Allen)

**Republic National Life Ins. Co.,** Rep.

**Nat'l Life Bldg.,** Theo Beasley, George R. Jordan, C. J. Skelton, E. W. Atkerson, Rex Beasley, (Dawson Sterling)

**Simmons Sales, Inc.,** 2636 Brenner Drive, C. L. Simmons, (E. S. Parr)

**Southland Life Insurance Co.,** Southland Center, Dan C. Williams, J. L. Briggs, Ben H. Carpenter, Robert L. Dillard, Jr., (Dawson Sterling)



Additional Top Hand winners at May 6th luncheon being entertained by immediate past associate chairman Jim Layne, are: left to right: Jim Henderson, ninth award, New England Life Insurance Co.; Dixie Carmichael, first award, Dallas Health & Science Museum; W. W. Platt, first award, Marinello Beauty College; Jim Blackmon, first award, First Federal Savings & Loan; W. D. Janes, first award, Dallas Housing Authority; Bill Coleman, first award, Realtor; Pat Henry, Jr., sixth award, Republic National Bank; Gene Wismer, first, Lone Star Gas; W. G. Ragley, second, Mercantile Bank; Jack Wantland, ninth, TEC.



## TOP HANDS



**OLIVER F. ERICKSON**  
Mechanical Contractors Association of Dallas, Inc.  
Fifth Award



**HARVEY BRADSHAW**  
Texas Bitulithic  
First Award



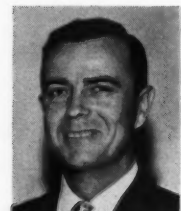
**JOS. R. CAVAGNARO**  
One-Day Drive  
Top Hand  
Temporary Workers



**J. A. POTT**  
Southwestern Bell  
Telephone Company  
Third Award



**DAVID D. LOCKER**  
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Specialist  
Second Award



**HUBERT OWENS**  
Radio City Distributing Company  
Second Award



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**Texas Abstract & Title Company of Texas**, 259 N. Field, Norman Moize, E. L. Layton, R. A. Metcalf, (Gene Ray and Ray Virgin)

**Texas Instruments, Inc.**, 6000 Lemmon, S. T. Harris, W. D. Coursey, P. E. Haggerty, Erik Jonsson, B. F. Smith, (C. J. Barrett, Jr.)

**Texas Wine & Liquor Co.**, 1322 Slocum, Max Golman, Martin Samuelsohn, (Senator George Parkhouse)

**Ward Drug Co.**, 304 North Walton, Milton Weinberger, Adolph Weinberger, (Asher Dreyfus, Jr.)

New members of the Dallas Chamber of Commerce are as follows:

## Retail

**Jackson's Business Machines**, 3129 Knox St.; Jayne Jackson and Lowell Jackson (Richard C. Ingram)

**The Bottle**, 3900 Cedar Springs Road, Henry Kucharzyk (Judge Joe B. Brown)

**Ed Kellum Appliance Company**, 3133 Knox; Ed Kellum (Hubert Owens)

**Morgan Plymouth, Inc.**, 2628 Live Oak; C. O. Morgan (Ben Gee)

## Contracting

**Good Electric Company**, P.O. Box 278, Carrollton, Texas; H. O. Good (Harvey Bradshaw)

**Midwest Surveyors Service**, 2127 Ft. Worth Avenue; E. D. Nicholson (Harvey Bradshaw)

**Gene Traylor**, 6123 Royal Crest (Harvey Bradshaw)

## Financial

**Carothers & Company, Inc.**, 2206 Mercantile Bank Bldg.; Edmond L. Brown (James C. Henderson)

## Manufacturing

**Telautograph Corporation**, 5635 Yale; Wen Kelker (Richard C. Ingram)

## Oil

**Walter A. Tynes**, 1510 Mercantile Bank Bldg. (Jim Shipp)

## Auto Service

**Rite-Way Car Wash**, 5602 Lemmon Avenue; Charlie Lisenba (Don Kerr)

**Trinity Automotive, Inc.**, 1810 Irving Blvd.; N. A. Kouyoumdjisky (J. A. Pott)

## Insurance

**Davis, Reeves & Mannheimer Ins. Agency**, 4308 N. Centr. Exp., Suite 203; Richard Davis, Jr. and Lester Reeves

**Great American of Dallas Fire & Casualty Co.**, 2020 Live Oak; Travis Wallace and John Cromwell (Dawson Sterling)

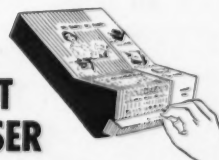
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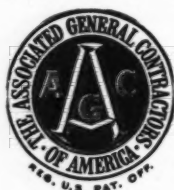
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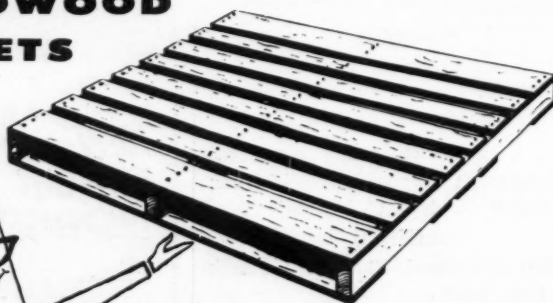
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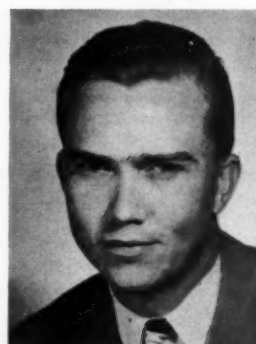
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## Committeeman of the Month



DAWSON STERLING

Dawson Sterling, secretary of Southwestern Life Insurance Company, wins recognition as the Chamber's Committeeman-of-the-Month for sponsoring 30 new memberships during April.

Currently vice chairman of the Membership Committee in charge of Section 5, Dawson has served on the committee for the past two years. Having secured more than 100 new memberships for the Chamber within a 12-month period, he is now qualified as the Chamber's 37th life member.

The Southwestern Life executive, who is a native Texan but an adopted Dallasite, has proved himself to be a highly effective citizen since moving here in 1947.

In addition to his member-getting successes for the Chamber, Dawson is now serving on the boards of directors of Junior Achievement of Dallas and the Dallas Crime Commission. He's also a member of the Texas Bar Association and is active in Red Cross, Community Chest, the Citizen's Traffic Commission and numerous other organizations.

As corporate secretary of Southwestern Life, Dawson is one of its administrative heads, with responsibilities including personnel, policyowner service, and methods and planning.

Among Dawson Sterling's most notable achievements are a Bachelor of Business Administration degree from The University of Texas, with highest honors; a Fellowship, *magna cum laude*, in the Life Office Management Association Institute; and a Bachelor of Laws degree from the evening division of the S.M.U. School of Law, where he earned the highest average of all graduates for 1953 in both the day and evening divisions.

Born in Waco on December 29, 1922, Dawson served during World War II as an Army Air Corps instructor and later as a test pilot and engineering officer in New Guinea and the Philippines.

## Membership

### Real Estate

W. M. Reed & Associates, Inc., 3505  
Turtle Creek Bldg.; W. M. Reed (Staff)

### Building

Reliance Life Building, 505 North Er-  
vay; Maurice Carlson (Dawson Sterling)

### Service

National Motor Club of Texas, Inc.,  
2535½ Cedar Springs; J. C. Craig (J. T.  
Mayfield)

Manufacturers' Marketing Associates,  
P. O. Box 8265; Albert W. Zacha, Jr.  
(Dean Libby)

Service Leasing Corp., 311 South Ak-  
ard; Claude L. Horn (John S. Smith)

Universal Improvement Co., 6347 Pros-  
pect; R. J. Ullrich and Helen Smitz (Joe  
B. Brown)

### Retail

Texas Paint & Wallpaper Company,  
4225 Ross Avenue; R. N. Bruton and Paul  
Watson (Floyd Martin)

### Transportation

French Line, Merc. Bank Bldg.; Otto  
Balderiotti (James Lee)

### Publishing

State Guardsman Magazine, P. O. Box  
822; Warren Smith (Staff)

National Christian Publications, P.O.  
Box 4395; Stanley W. Davis (Staff)

### Auto Dealer

Huddleston Motors, 2030 West Jeff-  
erson; Odell Huddleston (Bernard Rath-  
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O'Neal & Williford, 210 Casa Linda Plaza; Carl L. O'Neal & Don F. Williford (Asher Dreyfuss)

Tel Industries, 5548 Falls Rd.; K. E. McRoberts (Gene Ray)

Harold C. Abramson, Atty., 1005 First Natl. Bank Bldg. (James K. Allen)

Robert L. Clark, Atty., Reed & Clark, Adolphus Tower Bldg. (Bill Shaw)

Curtis White, Atty., 1110 Southland Center (D. G. Liggett)

Brede, Inc., of Houston, 2000 Hussion, Houston, Texas; E. A. Jones (Richard C. Ingram)

Fisher & Jarvis, 2623 North Haskell; J. Herschel Fisher and Donald E. Jarvis (Oliver Erickson)

Leonard E. Hoffman, Jr., 1000 Main St. (James K. Allen)

Lee Optical, 1135 Dragon; Ellis Carp (Senator George Parkhouse)

Precision Plastics, Inc., 1305 Ross; Herman Ruppel (Asher Dreyfus, Jr.)

**Restaurants**

Bo's Barbecue, 1312 Commerce; E. S. Kuehn (N. W. Ryan)

**Wholesalers and Distributors**

Cary-Owens, Inc., 1909 Abrams Rd., Suite 206; Max R. Cary (James K. Allen)

H & F Cotton Company, 8428 Second Ave.; M. D. Ford (Jack Gidcumb)

Harvey Aluminum Sales, Inc., 5044 N. Westmoreland; R. O. Haden (John J. Hospers)

The Standard Register Co., 409 Thomas Bldg.; Max M. Hibbs (Dawson Sterling)



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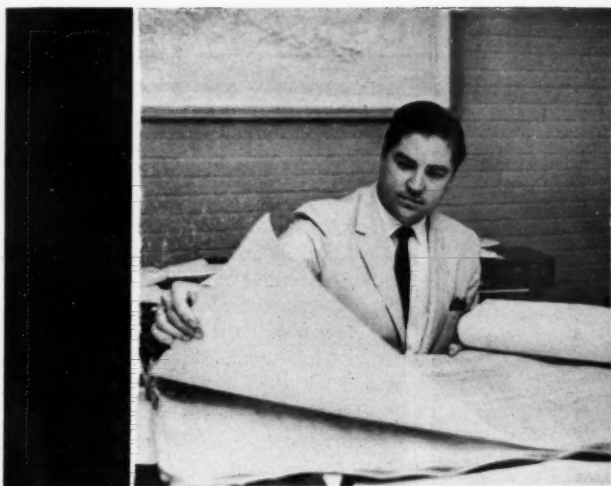
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**Carl P. Wallace**

## **YOUNG MEN GOING PLACES**

*by Elery Owens*

Carl P. Wallace wears several hats in his multiple role of engineer-executive-businessman.

But the one perhaps most characteristic of him hangs close at hand in his blueprint-littered office in Dallas—the hard hat of a construction man.

Because Carl Wallace is, first of all, an engineer—and definitely not of the arm-chair variety. One day may find him at a mechanical construction job in Puerto Rico; the next at the Dallas office. Several days later, he might be checking a job almost anywhere in the continental U. S., or perhaps in Hawaii or Mexico.

At 31, Carl is a partner in Sam P. Wallace and Co., the Dallas-based mechanical contracting firm which has enjoyed a phenomenal growth-rate in the scant seven years since its organization. He is also president of several subsidiary companies.

Altogether, they now have more than \$40,000,000 in mechanical construction contracts in hand—over virtually the entire Western Hemisphere.

Just to list the companies gives an idea of the Wallace organization's diversity and scope:

Sam P. Wallace and Co., Inc., with offices in Dallas, Cincinnati and Atlanta; Sam P. Wallace of the Pacific, Ltd.; Sam P. Wallace of Puerto Rico, Inc.; Wallace International, Inc., with offices in Trinidad, Jamaica and Mexico.

Carl's duties are wide-ranging and difficult to pinpoint. But generally, he is

president of the last three companies; second in command to his father, who is chairman of the board; in full charge of all foreign operations and general manager of the entire organization.

It's a big assignment for a young man barely in his thirties. But the Wallaces are an unusual family. Even as youngsters, Carl and his younger brother, Robert, never had any desire but to follow in the professional footsteps of their father—an ambition fostered by their mother.

Carl graduated with a Mechanical Engineering degree from SMU in 1950, with honors. Followers of the Mustangs will remember him as left end on the great SMU football teams of the late forties—teams that boasted such names as Doak Walker and Kyle Rote.

After graduation, Carl joined his father—long considered one of the country's top mechanical engineers—and immediately began cutting his teeth on a wide variety of assignments. They ranged from steam-fitter to assistant engineer to job coordinator.

When the elder Wallace formed his own company in 1953, Carl was ready to step in and take hold. The rest is engineering history.

From \$5,000,000 in contracts in its first year, the company has grown to its current total of more than \$40,000,000.

Expansion followed expansion. The company's present headquarters was built four years ago—on a two-acre tract at

2102 Proctor Street. Branch offices were opened and subsidiaries formed.

All this was possible because of the contracts that came to the new firm—jobs that included the mechanical construction at munitions plants, Air Force installations, atomic energy facilities, chemical plants, hospitals and office buildings.

The largest completed job to date was the mechanical installation for the Southland Center in Dallas, a contract in excess of \$8,000,000. An even larger one is in the works at Houston.

It's a success story that is a testimonial to the know-how and integrity of the personnel who man the Wallace organization.

Carl would be the last to take credit for more than a small share of it. Basically, he remains a modest young man. But the impression of confidence and quiet assurance that he gives is well-founded.

He has measured up to the challenge and responsibilities given him—and demonstrated he can carry the ball on more than the football field.

The balance sheets of the Wallace organization and the plants and scores of other installations thrusting upward across an expanding Western Hemisphere help give proof of that.

And the years ahead will probably show they are only the foundation of the monument Carl Wallace is helping erect to a burgeoning economy in our part of the world.



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**NEWS SPOTLIGHT**



CROWDER

**Captain Crowder Heads  
Military Affairs Committee**

Captain James P. Crowder, USN, Ret., has been appointed Chairman of the Military Affairs Committee of the Dallas Chamber of Commerce.

An independent insurance broker, associated with Chas. L. Dexter & Co. for 30 years, Captain Crowder is a 1943 graduate of the Naval War College. During World War II, he served in the Southwest Pacific, and has been a member of the Military Affairs Committee continuously since his return to Dallas in 1946.

Captain Crowder is a former President of the Dallas Reserve Officers Association and Navy League and has held important national offices in both organizations. Currently he is a regional Vice-President of the Navy League.

★

**Moroney Named Center President.**

James M. Moroney, vice-chairman of the board of the A. H. Belo Corporation, publishers of The Dallas Morning News, has been elected president of the Children's Medical Center.

Other officers elected include Mrs. Wilson McClure, honorary life president; Mrs. Alma Rembert, George A. Linskie, and J. L. Allhands, vice-presidents, and Mrs. Tommie Bradford Reichman, secretary-treasurer.

★

**Heller Receives Community Service Award.** Tribute in the form of the Service to Humanity Award has been paid to Frank H. Heller, Dallas civic leader.

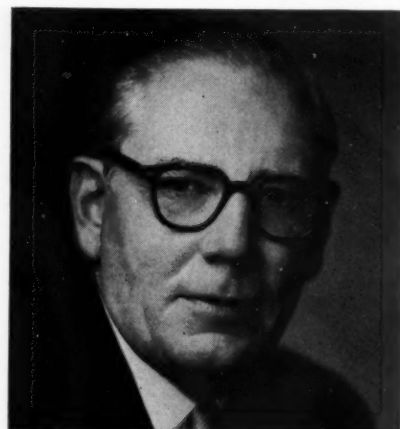
The award was given by the Council of Social Agencies of Dallas during its annual meeting in the Baker Hotel.

**Allen Honored at Scout Banquet.**

Austin F. Allen was honored by scouting officials representing five states at the Boy Scout's 39th annual regional banquet in the Statler Hotel.

Mr. Allen, who is president of the Citizens Council and a member of the regional executive committee of the Boy Scouts, was presented the regional Silver Antelope award, the highest award offered to an adult scouting volunteer serving a region.

Mr. Allen has spent 15 years working with local scouts, and was chairman of the 1960 conference.



MITCHELL

**Mitchell Becomes U. S. Chamber Member.**

Ben H. Mitchell of Dallas took office on the board of directors of the United States Chamber of Commerce at the organization's 48th annual meeting in Washington.

Mr. Mitchell is president of Texas Employers' Insurance Association, Employers Casualty Company and Employers National Insurance Company. He will represent the insurance industry on the board.

Mortimer Sprague, vice-president of the Home Insurance Company, also will represent the insurance industry on the board.

★

**Broadcasters Name Hayslett.** Dan Hayslett, station manager of KIXL Radio, has been elected president of the Association of Broadcasting Executives of Texas.

Bob Keefe, Boman Lowrance & Associates, was named vice-president; Mrs. Wilda Wilson, Ratcliffe Advertising Agency, secretary, and Clifton Blackmon, First National Bank, treasurer.

## News Spotlight



FULLER

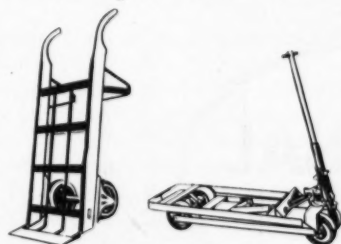
**Aviation Writers Name Fuller.** James C. Fuller, public relations director for the Bell Helicopter Corporation, has been named the nation's top aviation public relations man by the Aviation Writers Association.

Mr. Fuller was cited for his work in encouraging establishment of heliports throughout the country, promotion of the syndicated television show, "Whirlybirds," and efforts in behalf of aviation generally. He has been head of Bell's public relations activities for the past nine years.

Nominations are made by association members, most of whom are newspaper and wire service aviation editors and writers and aviation magazine staff members.

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**Dallas Magazine Wins  
National Recognition:**

The colorful presentation of The Dallas graphic arts industry in the March issue of DALLAS has attracted the attention and commendation of the Printing Industry of America.

A letter last month to Cecil M. Burden, manager of the Dallas Graphic Arts Association, B. J. Tyman, general manager of the Printing Industry of America with national headquarters in Washington, D. C., has the following favorable comment:

"We were delighted this week to see the March issue of DALLAS Magazine, devoted primarily to the graphic arts industry in the Dallas area."

"I feel certain that the Chamber enjoyed your full cooperation in putting together this excellent issue — and you will note that we have called attention to this in this week's P-M Bulletin, suggesting it as a splendid public relations in behalf of the industry in other local areas."

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## News Spotlight



BAILEY

### Bailey Heads Sales Executive Club.

C. Alfred Bailey, vice president of the Mercantile National Bank, has been elected president of the 500-member Dallas Sales Executives Club.

Named to serve with Mr. Bailey were Brents Broyles of Texas Blue Cross-Blue Shield, vice president; and George K. Utley of Radio Station WFAA, named second vice president.

Four new directors have been elected by the Club's membership, including Roy O. Carter, Jr., of Decals, Inc.; J. D. Patterson of Penland Distributors, Inc.; A. J. Frost of Jones-Blair Paint Company; and Joe H. Gray of Clampitt Paper Company.

C. H. Shackelford, retiring DSEC president, and W. W. Clements, president of the organization five years ago, also will serve as directors during 1960-61.

Mr. Bailey is a native of San Antonio and attended Washington and Lee University and the University of Texas. He also attended Harvard Graduate School of Business Administration. He joined the Mercantile National Bank in 1955 as vice president in charge of the business development department, a position he continues to hold.

★  
**Textile Club Names Officers.** New officers of the Dallas Textile Club are: Al Taylor, president; Robert L. McGlasson, vice president; Kenneth B. Baldwin, treasurer; and Walter W. Nobles, secretary.

New directors are George C. Bichler, E. E. Coker Jr., Miss Kathryn Hamm, R. R. Catherall and Jack Schroeter.

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### News Spotlight

#### Dallas Theater Center Chalks Up Remarkable First Season

The young Dallas Theater Center continues to make a remarkable record in its first season.

More than 25,000 theater-goers have already attended performances of the Dallas Theater Center. The historic theater, only one ever designed by famed architect Frank Lloyd Wright, was opened only in January.

Another high point of the successful first season came this month when Burgess Meredith, one of American theater's most distinguished personalities directed the production "Under Milk Wood."

The Dallas Theater Center has announced its schedule for the remainder of the 1960 season of plays to be staged in the Frank Lloyd Wright Playhouse.

Paul Baker, director, has planned a variety of new additions to run with the current repertory schedule and to fill the season through July 16.

On June 9 the Center will present a double bill with Eugene Ionesco's "The Bald Soprano" and "A Solid House" by Elena Garro, a Mexican playwright whose work will be seen for the first time in the Southwest.

Both plays will be directed by Juan Guro, a native of Mexico and a personal friend of author Garro. He is now on a Rockefeller Foundation grant for study at the Theater Center and was, in 1959, chosen by Mexican critics as the outstanding young experimental theater director in Mexico.

The last play of the season is scheduled to open on July 7 when the Center presents Noel Coward's witty favorite, "Hay Fever." It will have a run through the conclusion of the 1960 season which will end July 16.

During May, June, and July, five plays will be in repertory. Continuing will be "Hamlet," "Under Milk Wood," and "The Importance of Being Earnest." Tickets are available by mail, in person, or by phone at the box office of the Dallas Theater Center, 3636 Turtle Creek.

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James S. Hudson





J. D. Simril, left, general manager of Affiliated Food Stores, and Gordon Culum, right, president of the Dallas Retail Merchants Assn., Inc., present a membership certificate for unlimited enrollment at Southwestern Law Enforcement Institute at SMU, to Dallas Police Chief Jesse E. Curry.

#### Associations Award SMU Law Institute Membership to Police

The Dallas Retail Merchants Assn., Affiliated Food Stores, and the Dallas Clearing House Assn., have pooled forces to present an "open" membership in the Southwestern Law Enforcement Institute at SMU to the Dallas Police Department.

The membership entitles the department to send unlimited representatives to each of the institutes' three to four-day programs without paying registration fees.

Police Chief Jesse E. Curry called the donation "a considerable boost in the program of continuing training for Dallas policemen."

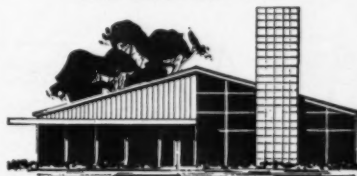
\*

#### Arthritis Fund Drive Supports Outstanding Research in Dallas

One of the most understanding arthritis research units in the nation is located in Dallas. The project which was established by the local chapter of the Arthritis and Rheumatism Foundation only two years ago has been highly successful under the direction of Dr. Morris Ziff, nationally recognized authority on arthritis and Professor of Medicine at the University of Texas Southwestern Medical School.

To support the work of this research program the North Texas Chapter of the Arthritis and Rheumatism Foundation is now conducting a fund drive. The planning committee emphasizes that through special arrangements with the National Arthritis and Rheumatism Foundation all monies raised will remain in Dallas to support this project.

## BUILD BETTER PAY LESS



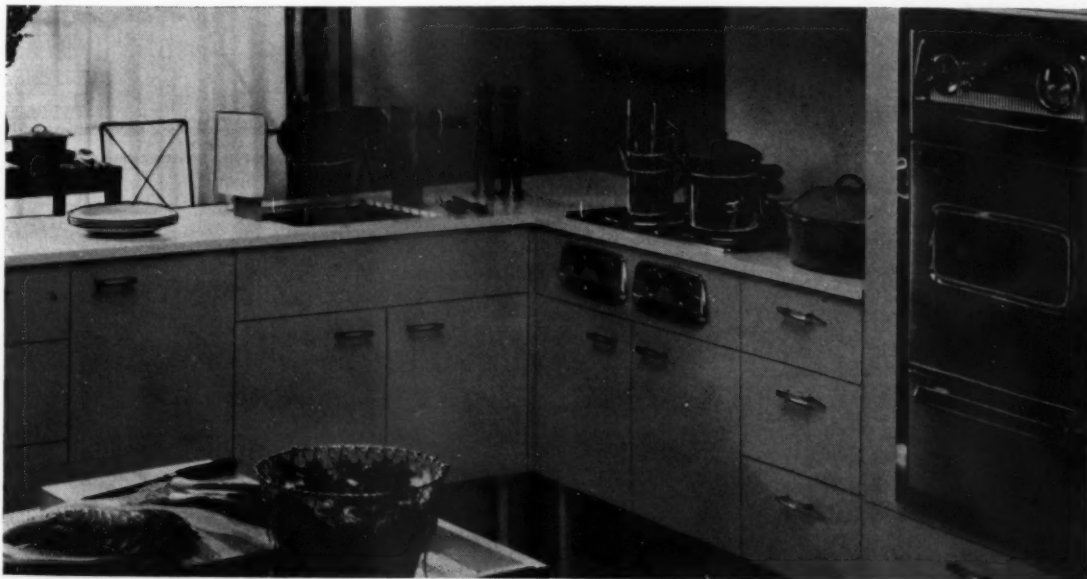
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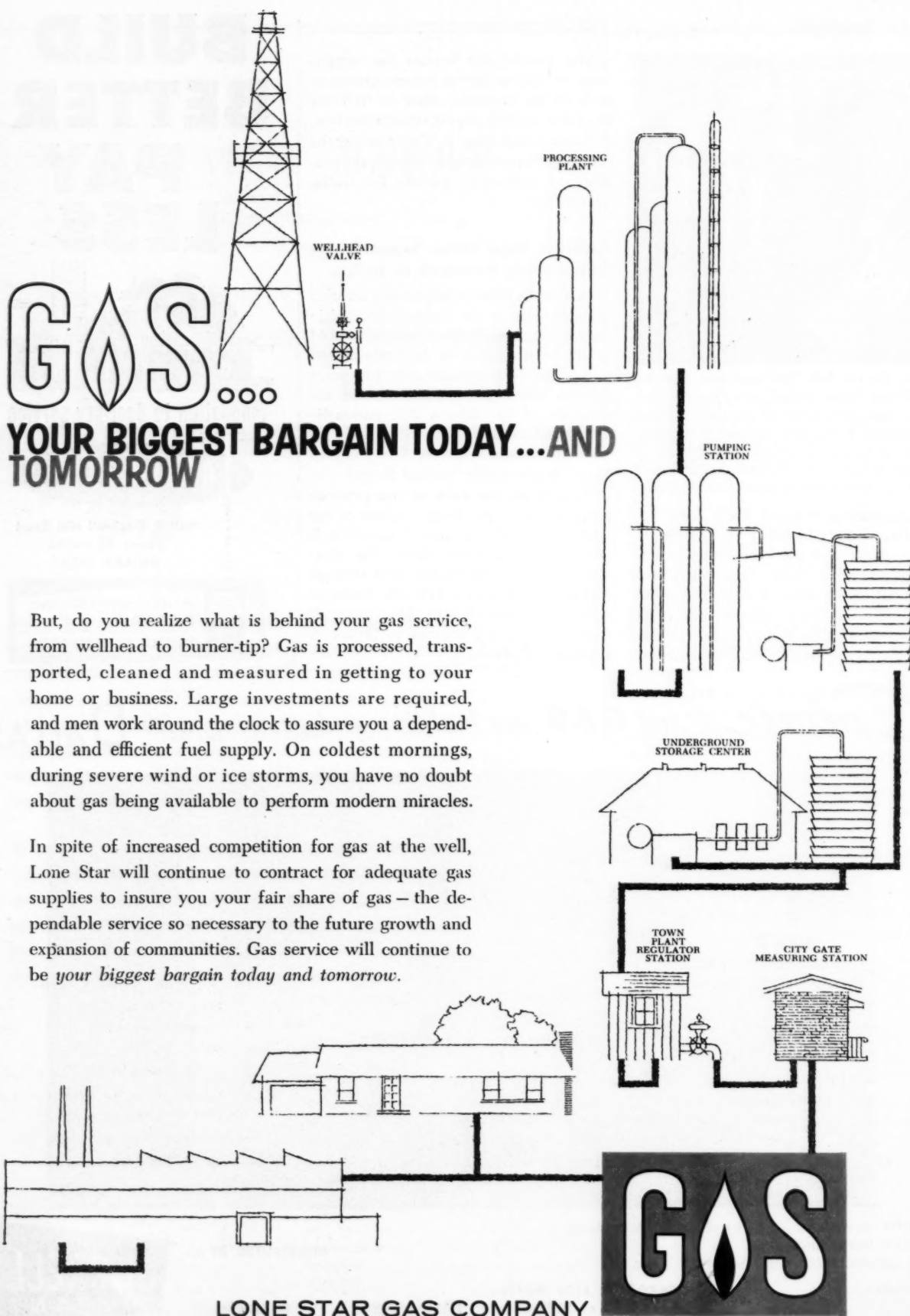
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## Women in BUSINESS

by Jim Stephenson



Lee Dillon

Five foot two inch, red-haired, freckle-face, windblown Lee Dillon is of Irish extraction. It follows that she has a temper. She observed with a grin last week, however:

"Those hammer-headed contractors have toned down my temper a good deal."

Contractors know Lee well, and won't mind a bit her calling them "hammer-heads."

"Everybody calls me 'Lee,'" she said. "Nobody calls me Mrs. Dillon." Lee is her maiden name — Lee Lacy. Lee has been a widow for a number of years.

"I was looking for a job at the end of the war," she recalled, "a job as a stenographer, you might say—although I wasn't much of a typist and not much good at shorthand.

"I found a job in a lightweight concrete block plant, and was put to handling sales by telephone. I got acquainted that way with a lot of purchasing agents, who called in for estimates, etc.

"That company closed down. Another company offered me a job, making calls on prospective customers. I took it. I liked it."

But this company closed, too — the lightweight concrete block business being a highly competitive field — and Lee, with a lot of knowhow by now, got to thinking.

She thought maybe she ought to go into business for herself.

This she did.

For the last several years, she has been co-owner, with H. E. Allen ("everybody knows him as 'Pete'") of Builders Concrete Products, 7028 Second Avenue. Lee and Pete sell all the output of Builders Concrete Products Manufacturing Company, of the same address. They operate five trucks. Bob Peacock keeps books.

"Ours is not what you'd call a large company," Lee said.

It apparently gets its share of the business, though. Lee listed Southland Center, the Mercantile Securities Building, Exchange Park, Big Town, the Braniff Building, and "practically every concrete block in Richardson" among hers and Pete's sales achievements.

Unusual for a woman to sell concrete blocks?

"As far as I know," said Lee, "I'm the only concrete block saleswoman in the country. So they tell me. But I love it. There's something new every day, and concrete blocks are really coming into their own.

"Solar blocks, for example — arranged in decorative fashion to shield a building against the sun. And architects are coming up every day with new ideas for fancying up a wall with plain old concrete blocks."

Lee has little contact with architects, except to get their approval of her blocks, occasionally, but contractors are another story.

How far does she range, in her contacts with those "hammerheads?"

"It depends on how far the competition comes from," she grinned. "About a hundred miles from Dallas, I expect."

Being outdoors a lot appears to agree with Lee, who frets not over her freckles.

A country girl from Celeste, she is one of seven children of Mrs. Eva Lacy and the late Mr. E. C. Lacy. Lee's daughter, Mrs. David Glenn, lives in San Jose, California. Lee has an apartment in Oak Lawn.

Other interests, besides concrete?

"I belong to some clubs, play some cards — never seem to want for something to do," Lee said.

One of her groups is the Dallas Chapter of Women in Construction. She was first chapter president, in 1954-55.

Lee also is a member of the Altrusa Club, and of the Oak Lawn Methodist Church.

What are Women in Construction up to, at this time?

"We've got some really big news cooking," she declared, "but you'll have to ask me again in about a month. Can't tell you about it right now."



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## WORLD TRADE NEWS

### WORLD TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the Foreign Department, Dallas Chamber of Commerce.)

**PAKISTAN** — Manufacturer/Exporter offers scissors, surgical instruments, table cutlery and pocket knives. Interested in appointing exclusive representative. Doctor's Surgical, Sialkot, Pakistan.

**HONG KONG** — Manufacturer's Representative offers for export cotton prints and ladies dress materials and synthetic textiles. Contact S. D. Fisher, Box 1867, Hong Kong.

**ITALY** — Manufacturers of metallic furniture. Seek importer or agent. Arredotecnica Via Pietro Mascagni 15 Milano, Italy. Manufacturers of metallic furniture. Desire agent or importer. Trau—Arredamenti Metallici S.p.A. Via Inverio 25-29 Torino, Italy. Manufacturers of high fashion cotton textiles. Desires agent or importer. Socoi, s.a.s. Via S. Senatore 8 Milano, Italy. Manufacturers of wool and cotton textiles. Desire agent or importer. Manzoli & C. Via Lamarmora 8 Biella, Italy. Manufacturers of clothing and fashion accessories in wool, cotton, nylon and other knitwear fibers. Request agent or importer. Maglificio C.E.A.M. Via Montegiardino Bizzozzero (Varese) Italy. Manufacturers of knitwear. Request agent or importer. Maglificio e Camiceria Erresse Via Vivaldi Carpi (Modena) Italy. Wishes to manufacture on license a spot remover in either paste or spray form. Razzo S.p.A. Via Stalingrado 9 Bologna, Italy. Manufacturers of a special marine paint. Seek American firm to produce such paint on a license basis. Colorificio Italiano Max Meyer Box 1139 Milano, Italy. Manufacturers of electric centrifugal pumps. Desire agent or importer. Ab-Orfeo Corso Garibaldi 91 Ancona, Italy.

Manufacturers of bicycle parts and accessories. Seek agent or importer. Arcelli-Tarditi & C. Via A. Gramsci 14 Borgomanero, Italy. Manufacturers of synthetic leather. Request importer. Texeta Via L. Muzzi 15 Prato, Italy. Exporters of raw materials for earthenware, glass and paper and also of finished products (ceramic, porcelain, crystal, refractory, tiles). Request representative Rappresentanze Es-tere Nazionali Piazza de' Rossi 1 Firenze

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## World Trade News

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Manufacturers of hand tools, taps and dies, furniture handles and knobs, trowels, laminated plastics and PVC irrigation hose. Desire agent. Lumex Via del Fezzan 9 Milano, Italy. Manufacturers of small electric refrigerators. Desire agent or importer. Zanussi Industries P. O. Box 157 Pordenone (Udine) Italy. Manufacturers of apparatus for controlling tire pressure-hydrarmeter. Desire agent or importer. Universal S.a.S. Via F. de Sanctis 32 Torino, Italy. Manufacturers of welding machines, selenium rectifiers for batteries, rapid chargers, coneless combined lathes. Desire agent or importer. Officine Elettromeccaniche MZ Copparo (Ferrara) Italy. Manufacturers of automatic pilot with transistors. Seek agent or importer. S.A.E.T S.p.A. Via L. A. Vassallo Genova, Italy. Manufacturers of equipment and machines for compressed air, vacuum and high vacuum. Desire agent. Marco Polo Società Internazionale Scombs Commerciale Corso Matteotti 10 Milano, Italy.

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DALLAS • MAY, 1960

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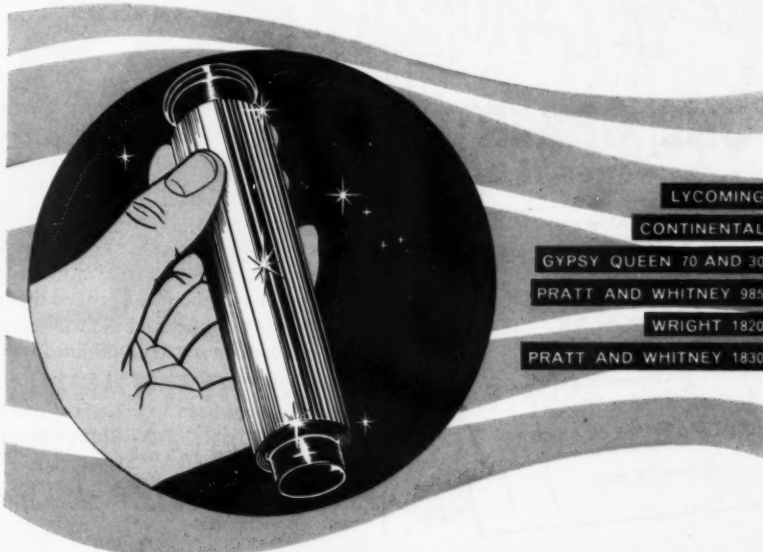
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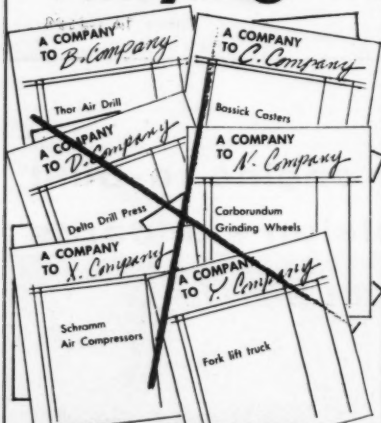
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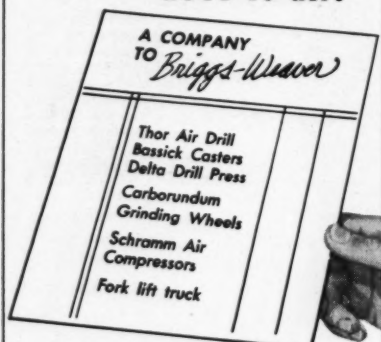
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**Buy from**



**Industrial Supplies, Tools and Equipment**

Dallas — 5000 Hines Boulevard — LA 8-0311  
Fort Worth — 222 N. University Drive — ED 6-5621  
Houston — 300 S. 67th Street — WA 8-3361  
Beaumont — 1005 S. 4th Street — TE 8-5261



Property owners have disclosed plans for this face-lifting project to improve the appearance of store buildings on the south side of the 1900 block of Elm Street.

**Elm Street Stores Renovation Plan Disclosed.** The south side of the 1900 block of Elm Street, between Harwood and St. Paul, will be given a "new look" soon.

Designed by Arch Swank, architect, the face-lifting of this group of buildings will offer some continuity of appearance while allowing each shop to maintain its individuality.

One of the main features of the plan will be a uniform width glass and mosaic tile store front. Above the store fronts, which will cover the area between the tops of the show windows and the window sills on the second story, the buildings will be painted in neutral shades.

The plan has been receiving enthusiastic response not only from store owners in the block, but also from city officials.

► Cockrell-Hull Employment Service has moved into new offices three times the size of the original office opened by Molly Cockrell and Billie Hull in December, 1956. The firm's staff also has increased from three employees to fourteen. Specializing in the placement of office, sales, and administrative workers only, Cockrell-Hull is a member of the Better Business Bureau and Dallas Employment Board.

★

► New Moon Homes, Inc. of Alma, Michigan, has begun construction of its new 16,000-square-foot home office building on a 1.7 acre site in Empire Central. The building, designed so that a second floor may be added as required, is being constructed and will be owned by James A. Wimberley.



## Texas Distributors Opens New Plant

Occupancy of the new building just finished for Texas Distributors, Inc. at 2831 Nagle Street has been completed. The 32,000 square feet of floor space provides spacious warehouse facilities, office space and a service department that operates 24 service trucks in the Dallas metropolitan area. The new building is headquarters for the Texas Distributors organization that covers 62 north and east Texas counties with branch offices in Fort Worth, Longview, Tyler, Waco and Wichita Falls. The firm sells and services air conditioning and heating equipment for residential, commercial and industrial installations.



## New and Expanding Business—

▶ S & S Sales Company, manufacturers representatives and warehouse in the Southwest for several leading manufacturers of builders hardware, hand tools, picnic items and garden supplies, has occupied their own building at 2501 South Harwood Street, Dallas. The new facility has four rail doors opening on a Cotton Belt spur, three truck doors, and provides paved off-street parking.

★

▶ Tractor Implement Supply Company of St. Paul, Minnesota has established a branch office and warehouse in a just-completed building at 1341 Crampton Street in the Trinity Industrial District. The company, a division of Tru-Part Manufacturing Corporation, ships tractor replacement parts and accessories throughout Texas, Oklahoma, Arkansas, Tennessee, Alabama, Louisiana and Mississippi from the Dallas warehouse. The new building, owned by E. A. Filter, has air-conditioned offices and a warehouse area served by dock-high truck loading units.

★

▶ Dallas Photo Supply Company, Inc., has occupied its new brick building on a landscaped site at 1403 Turtle Creek in the Trinity District. The firm supplies equipment to photographers, photo finishers, photoengravers, lithographers, and industry. Former location was at 1314 Young. Ray Creswell is president. Negotiations for the new location were handled by Boy Lynn of Campbell & Campbell, Realtors.

★

▶ Mobil Oil Company has formed a Geophysical Services group at Dallas that will oversee Mobil's geophysical crews throughout the United States and assist in certain foreign operations. J. A. Lester has been named general manager of the group, which will be headquartered at existing laboratory facilities at 6927 Harry Hines Boulevard.

★

▶ Western Lead Products Company of Los Angeles has leased an 18,360-square-foot office and manufacturing building at 2211 Amelia Street, between Hines Boulevard and Maple Avenue. The building will be occupied by the operating division of Western Lead—I. H. Grancell Company, manufacturers of tool joint compound and other oil field products. Watson & Watson, Realtors, handled lease negotiations and McFadden & Miller Construction Company was general contractor for the structure.

*We consider ours a noble profession  
and are pledged to continue toward perfection in the performance of our  
craft by constantly designing new models and introducing unusual ideas  
in framing.*

*Rust Picture Framing*

E. J. (ED) RUST, JR.

3320 KINGS ROAD

(Off Lemmon behind Delman Theatre)

LA 8-2182

"Same Location since 1942"



**DISHONESTY IN  
OUR COMPANY?**

**NEVER! WE WATCH  
THINGS TOO CAREFULLY!**

**DISHONESTY CAN STRIKE ANY  
BUSINESS... ANYTIME... WITH  
DEVASTATING EFFECT!**

One of the most valuable policies in your insurance program is your HONESTY INSURANCE... designed to relieve you of the danger of large losses from internal theft and embezzlement. Don't be caught without coverage!



ASK YOUR ELLIS-SMITH REPRESENTATIVE TO EXPLAIN IMPORTANT HONESTY INSURANCE, AND AT THE SAME TIME, REVIEW YOUR ENTIRE INSURANCE PROGRAM.

Porter Ellis,  
Willard Crotty!

**Ellis-Smith & Co.**  
SINCE 1921

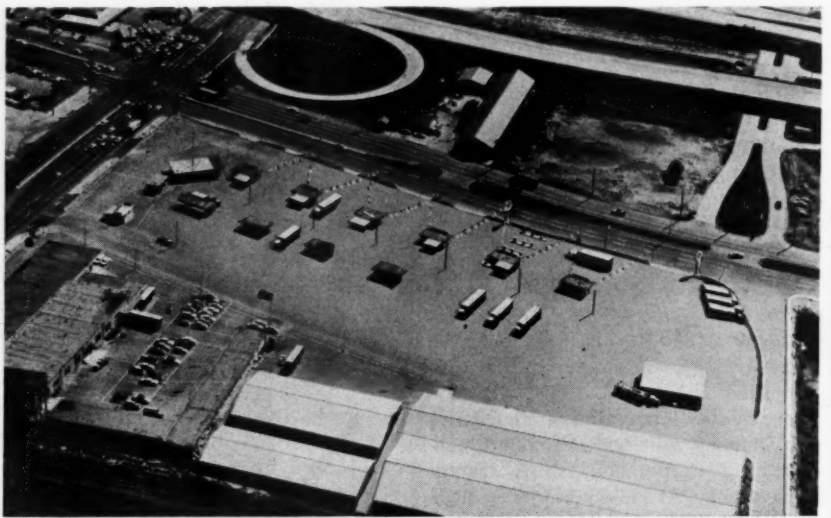
RI 2-8427 • CORNER AKARD and WOOD, DOWNTOWN

*Choice Business Locations*  
*Sales Leases*  
**BILL COLEMAN, Realtor**  
 RI 8-3804  
 145 Yorktown Dallas

Let the  
 Personal  
 Department  
 of  
**Kenneth  
 Murchison & Co.**  
 Answer  
 Your  
 Insurance  
 Question

**RI 8-6611**

## New and Expanding Business



This Dick Price Truck Shop has been opened on the ten and one-half acre Dick Price Automotive Center at Industrial Boulevard and Commerce Street.

**Dick Price, Inc., Establishes New Truck Service.** With the opening of the Dick Price Truck Stop, a new service for trucks and truck lines is now available around the clock.

Gasoline, oils, greases and diesel fuel will be dispensed from nine high-speed pumps. Passenger cars also will be served here.

In addition to motor fuels, the new operation later will feature a complete truck service, including road, tire and battery, washing, lubrication and repairs, also the refrigeration of food trucks.

A. S. (Bing) Crosby has been appointed president and general manager of this new truck service operation.

★

▶ Charles F. Terry has organized a firm to practice as a consultant in civil and struc-

tural engineering with offices at 2527 McKinney Avenue, Dallas. Mr. Terry is a native of Dallas and was educated at Williams College and the Massachusetts Institute of Technology where he received his master's degree in civil engineering. He has been chief engineer with Span, Inc., a Dallas pre-stressed concrete firm, since its organization three years ago.

★

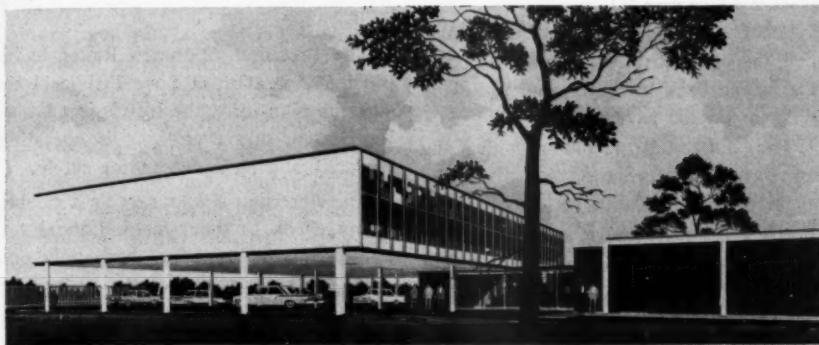
▶ Canterbury Sales Company has opened for business at 4350 North Central Expressway. The company will act as direct selling agent for several national manufacturers serving the construction industry. Louis Cantor, formerly with Ewing Kitchen Designers for ten years, is owner of the newly formed organization which specializes in churches, schools, hospitals, offices and industry.

THE SOUTHWEST'S OLDEST  
 AND MOST COMPLETE  
 ENVELOPE PLANT



3221 Commerce St. Dallas, Texas RI 7-9161  
 Founded 1906

## New and Expanding Business



### Combined American Insurance Plans Addition to Building

Combined American Insurance Company has approved plans for the construction of this addition to their existing building located at 2909 Oak Lawn Avenue. The 10,500-square-foot, fireproofed steel frame structure will have exterior marble end walls with grey glass and porcelain side walls and porcelain enamel facias. The architectural design, mechanical and structural engineering and construction supervision are being handled by Harwood K. Smith and Partners, architects and engineers, Dallas. Building construction will be completed in July by Campbell Brothers, general contractors.

► Texas Industries, Inc., has purchased the Irving Concrete Corporation from J. C. Brownwell of Lewisville, Texas. Irving concrete operates 12 ready-mix concrete trucks and a batching plant at Belt Line Road and Highway 183. The firm's opera-

tions will be merged with those of Circle Concrete Corporation of Dallas, another recent acquisition in the ready-mix field. The combined companies will be managed by Earl Bowden, formerly president of Circle Concrete.

The Man from Hobbs says:

MOVE THE BIG  
LOADS - ON OR OFF  
THE ROAD - WITH  
HOBBS FABRICATED  
SIDE RAIL  
FLOAT !



1852 PLANTATION ROAD • FL 2-7571



This charming home built by Tom Kindred is typical of the homes priced in the \$75,000 price range, to be built in the new one-acre section of Northwood Hills. It is but one of many outstanding homes in the Northwood Hills Addition.

We invite you to drive out and see for yourself the many advantages offered by North Dallas' most fashionable subdivision.

## NORTHWOOD HILLS ADDITION

*North of Alpha, off Hillcrest Road, on Elmridge*


W. T. TROTH  
LAkeside 8-0561

GEO. F. MIXON  
EMerson 1-6635



FOR  
**PLATFORM  
SCALES**  
CALL  
**NICOL  
SCALES**  
RI 7-8181 DALLAS

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ENGINEERING

## A NEW LOCATION

We are now better equipped than ever to serve you in our new location at 4309 Avondale.

This modern plant also houses our files of a Half-Million Negatives of Old Dallas pictures, indexed by firms.

Call us for Old Pictures — and for prompt and dependable photographic service on today's requirements.

**Call LA 8-4211**

Since 1911

**F**rank **R**ogers, **AND SON**  
PHOTOGRAPHERS  
4309 Avondale \* Dallas

## Love Field Has Latest

(Continued from page 35)

When the needle moves off the center line, the pilot moves the controls to bring the needle back to center, and the plane is again on the right course.

The horizontal needle provides the same type of information, but about the angle at which the airplane is descending. If the plane is too high or too low, the pilot makes his glide steeper or more shallow, as needed. As long as the plane is on the exact course to the runway, the needles are crossed at right angles in the center of the dial.

The third important thing the pilot needs to know in making his instrument landing is exactly how far he is from the edge of the airfield. He is told this by "radio markers" which are radio beams being sent up from the ground. These markers cause small lights to flash in the cockpit when the plane is approximately four miles from the runway, and again when it is 3500 feet away.

Watching these instruments and lights, the pilot is able to hook onto an electronic "imaginary cable" which slides right down to the center of the runway—

much like a child down a slide to the waiting arms of his Dad during a visit to the park.

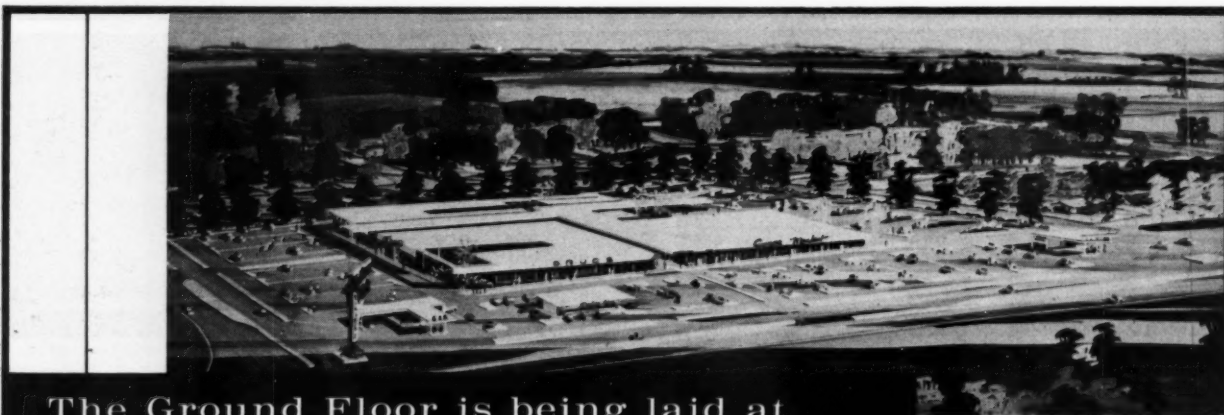
The Precision Approach Radar to be put into operation at Love Field will assure the pilot using the Instrument Landing System that everything is operating perfectly and he is descending safely.

The Precision Radar acts as a double safety check to the pilot and the FAA controller who, together, have only one goal—the safe landing of the airplane.

They welcome all technical assists in the orderly accomplishment of this goal.

The installation of this new air aid at Dallas' Love Field is another of the steps taken in the Federal Aviation Agency's mammoth program to constantly improve the Federal Airways to keep flying safe for the American public.

Created by the Congress in the fall of 1958, the authoritative Federal Aviation Agency, in addition to encouraging and fostering the development of civil aviation, has the task of modernizing the federal airways, directing air traffic control of both civil and military aircraft, allocating the diminishing airspace, and both issuing and enforcing air safety rules.



The Ground Floor is being laid at

## *Western Park Village* The Shopping Key to Big D's last great residential area!

Western Park Village... an integrated mall-type neighborhood shopping center... will cover 11 acres at the SW corner of Illinois and Cockrell Hill Road. The 100,000 sq. ft. center will serve over 2,000 homes now under construction in Western Park and other residential sub-divisions planned as a part of this huge 7,000 acre tract from Cockrell Hill Road to Mountain Creek Lake. Western Park Village will include parking space for 700 autos, and is within a mile of Loop 12 and the Outer Freeway in two directions.

For complete information on Western Park Village, call or write...

*Park West Inc.*

321 Centre Street / WHitehall 6-5138

## \$250 Million Worth of Growth

(Continued from page 25)

dining area will be modeled after a subterranean cave with murals showing underwater views of the Seven Seas.

Hotel parking, both free and attended, for 1,750 automobiles will be provided.

The retail area and "International Residence," expected to be under construction by the end of this year, will have a joint opening in the fall of 1962.

Plans for the Medical Center will contain hospital facilities for 150 beds and approximately 500,000 square feet of office and commercial space to be leased to doctors and allied medical trades.

Additional plans for Exchange Park include parking accommodations for 16,000 automobiles in both ground level and multi-level parking structures. Access to all levels may be reached from slightly graded entrances without the use of elevators. Thus, shoppers will be able to drive to any desired location on the most convenient level without the necessity of walking in sun or rain for any great distance.

Many of the office buildings will be accessible from any parking level by the

building elevators. Air conditioned malls may be reached by escalators or stairs interspersed throughout the project.

All truck traffic and deliveries, will be restricted to underground ingress and egress. Thus, a shopper may go from one end of the project to the other without traffic interference as is presently the case in most shopping centers of this size.

In addition to the several architectural firms being employed to prepare plans for Exchange Park, its overall commercial layout has been supervised by the national firms of Larry Smith and Company and the Amon Parrish Company of New York City.

Truly a marvel, Exchange Park is already the pride of Dallas and the envy of many cities across the land who cannot hope to have such a "City of Tomorrow" under construction today.

★

## Building Supply Field

(Continued from Page 39)

their integrated Dallas plant. This 24,000 square foot plant has a number of special machines developed by Delta engineers for their particular use, and the plant gives them greater range and flexibility in building and delivering the type

of building desired by a client. Their general offices and sales offices are located at 4501 Harry Hines. Delta buys raw materials direct from mill sources and is able to effect economies by integrating operations from design to general construction.

The highly de-centralized nature of Dallas' building material manufacturing and marketing has tended to obscure its importance. Dallas is headquarters for some of the oldest and largest steel fabricating firms in the Southwest. Dallas has been a center of wood-working since Alexander Cockrell built his first sawmill more than a century ago. Dallas is a major center for the manufacture of Portland Cement. In recent years, Dallas has become a center for the paint industry.

Dallas is perhaps the largest center in the South for the distribution of building industry tools and construction machinery. The distribution advantages of Dallas have attracted offices from major building material specialty producers. The future growth of Dallas building supply industry will be greatly enhanced by its centralized marketing facilities now under way.

Dallas  
Is Your Best Investment . . .  
For Your Home  
To Raise Your Family  
and  
To Operate Your Business  
CURTIS SANFORD  
*Real Estate Developer*

# CANTEEN'S REPORT TO BUSINESS...

- **SALES** — 18 million individual sales in 1959.
- **VOLUME** — Canteen Service of Dallas is five times larger than the next largest competitor.
- **HISTORY** — Canteen Service of Dallas has the longest history of automatic merchandising in the Southwest.
- **PIONEERS** — Canteen Service of Dallas pioneered both coffee and cold drinks in cup machines.
- **COMPLETE VENDING SERVICE** — Canteen Service of Dallas was the first company to offer complete vending service.
- **SPECIALISTS** — Canteen Service of Dallas is the only "major" company exclusively in automatic merchandising.

## CANTEEN SERVICE OF DALLAS

8908 Sovereign Row  
Dallas, Texas FL 2-9707



## More Business for Dallas

(Continued from page 57)

Immediate as well as long range benefits are expected from this activity.

The Industrial Dallas follow-up promotion kit contains a complete statement of Dallas' competitive advantages in the nine most important location factors, and includes booklets on —

Dependable business climate

Dallas — hub of a booming market

Dallas — center of dynamic and diversified growth

Dallas — a wonderful place to live

Dallas' favorable labor climate

Transportation and communication

A major wholesale and distribution center

Your business home in Dallas

Water — Power — Fuel

Portions of this material have been running serially in Dallas Magazine.

One of these booklets is designed to tell the story of plus factors of living conditions in Dallas, and is particularly interesting to wives of executives contemplating a move to Dallas. It pictures and describes cultural attractions, recreation, weather, churches, schools, shopping, hotels, housing, living costs, medical and health facilities, newspapers, radio, TV, etc.

This booklet has been used by practically every major concern in the area which has the problem of recruiting scientific, technical and other professional personnel from other sections of the country.

More than 10,000 copies of the booklet have been sold at cost to such organizations as Alpha Corporation, Texas Instruments, Collins Radio, Space Corporation, Continental Electronics and Baylor Hospital.

Most economists appear to agree that national growth during the ten years of the 1960's will exceed that of any previous decade. For this reason, it is felt that the Industrial Dallas program, starting at the beginning of this remarkable period, puts Dallas on the ground floor, so to speak, by placing the Dallas story before logical prospects at the right time—by planting the seeds which can produce a rich harvest for the next ten years.

Marketing experts, however, agree that the job cannot be done in one year, but

requires a full three-year effort in order to get the seeds rooted deep and to get the Dallas story firmly planted in the minds of decision making people—those who will be expanding and relocating in the next ten years. It has been determined that the broad audience of top decision-making people cannot be reached adequately and economically by direct mail or personal calls, or by any means other than a national advertising program.

Dallas has a powerful and unique story to tell about the advantages this city can offer industry. This story simply cannot be told, especially to the small and middle size firms, except through national advertising. In no other way can Dallas do more than scratch the surface of the "market" of firms who will be considering expansion and relocation during the next ten years.

Industrial development is a highly competitive field. It has been estimated that over \$10 million dollars was spent throughout the nation in 1959 for magazine and newspaper advertising, and that millions of additional dollars were spent on direct mail advertising, booklets, brochures, exhibits and displays, conventions and motion pictures.

The highly respected advertising magazine, "Printer's Ink," has said that much of this money is wasted: "One shot ad campaigns, poor media planning, inadequate budgets all take their toll. Thousands of expensive brochures gather dust, waiting for inquiries that never come. Lack of professional advertising help is usually a major factor."

This accentuates the success of the Dallas campaign and presents persuasive evidence that the campaign should be stepped up in its second and third years.

Results of a campaign such as this are usually kept secret and they are hard to evaluate honestly. We believe, however, that the first year of Industrial Dallas advertising has been highly successful, much more so than other similar campaigns by other cities and areas. This has been due to many factors, but one of the most important has been the support given this campaign by the business community of Metropolitan Dallas.

With continued support, the next two years of Industrial Dallas advertising should be even more successful.

TA 4-1532

## Canterbury SALES COMPANY

4350 No. Central Expressway • Dallas 6, Texas

Kitchen Equipment • Hospital Casework • School Laboratory Furniture



## APPOINTMENTS and PROMOTIONS



**LEWELLYN A. JENNINGS**, deputy comptroller of the currency, Washington, D. C. has been elected a senior vice-president and member of the executive committee of the Republic National Bank of Dallas. Mr. Jennings has had more than 30 years' service with the government in capacities placing him close to the vital areas of the nation's banking, financial and monetary system.

★  
**CHRISTINE B. MILLAR** has been appointed manager of consumer service, a newly created position in Dr Pepper Company's production department. Mrs. Miller has been associated with General Foods Corporation's consumer service division in White Plains, New York. She holds a B.S. degree in food and nutrition from Texas Technological College and has served as food editor of Holland's Magazine and as a food consultant and dietitian for a number of colleges and schools.

★  
**NESTOR CASTELLANOS** has been appointed district sales and traffic manager for Cubana Airlines' Texas, Missouri, New Mexico, Oklahoma and Arkansas territories with main offices at the Dallas Statler-Hilton Hotel.

"70 Years in Dallas"

**J. W. LINDSLEY & CO.**

Realtors — Insurers

Specializing in

- Property Management
- Business Property —  
Sales & Leases

2108 Main St. • Phone RI 2-4366

DALLAS • MAY, 1960

### Artha Garza

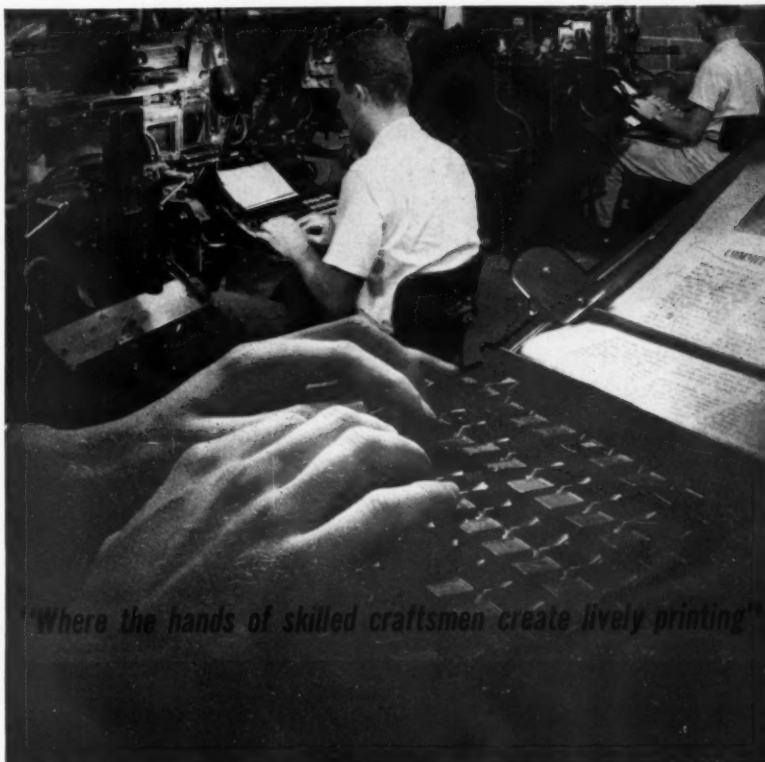
"Sells Dallas"

CALL ANY TIME

FOUR OFFICES TO SERVE YOU

|                          |                              |           |
|--------------------------|------------------------------|-----------|
| Park Cities . . . . .    | 6733 Hillcrest . . . . .     | EM 3-4311 |
| Preston Forest . . . . . | 11606 Preston Road . . . . . | EM 8-6384 |
| East Dallas . . . . .    | 4114 McMillan . . . . .      | TA 4-6711 |
| White Rock . . . . .     | 231 Lake Park . . . . .      | DA 8-2778 |

*"Our Photo-Files Save Miles"*



*"Where the hands of skilled craftsmen create lively printing"*

Under one roof at Johnston Printing Company . . . a complete composing shop staffed by expert craftsmen. Result . . . faster service, greater economy, no press delays in handling changes and corrections in copy. Any printing order, including production of magazines and catalogs, has the benefit of a broad selection of type faces, including Foundry, Ludlow and Linotype, for text and display.

*All operations under one roof  
for the complete printing job*

**Johnston**

2700 NORTH HASKELL, DALLAS

TA 3-6191





6519 Cedar Springs Road

**Our 75th Year**  
MANUFACTURERS &  
WHOLESALE DISTRIBUTORS  
**MILLWORK AND BUILDING PRODUCTS**

Fleetwood 1-3231

*your insured savings earn*

**4%**

*Metropolitan*

**SAVINGS AND LOAN**  
*Association*

*current rate  
compounded  
semi-annually*

1400 Main Street • Dallas • RI 1-5101

**Campbell & Campbell**  
**BUSINESS REAL ESTATE**

1713 Commerce Street Dallas  
Riverside 7-7095

**FOR "INDIVIDUALIZED MEDICAL UNDERWRITING"**

By

**Security Benefit Life Insurance Co**

Call

**MISS LUCY DULIN at LA 6-8851**



MISS LUCY DULIN  
MANAGER  
BROKERAGE LIFE  
& ACCIDENT DEPT

OUR BROKERAGE LIFE AND ACCIDENT INSURANCE  
SERVICE IS DESIGNED TO HELP THOSE WHO HAVE  
BEEN DENIED.

**JAMES HEREFORD & CO.**

INSURANCE COUNSELORS  
TURTLE CREEK BUILDING

3505 TURTLE CREEK

DALLAS, TEXAS

## Appointments and Promotions—



**CHARLES A. MEYER** has been named vice-president in charge of Sears, Roebuck and Company's Southwestern territory with headquarters in Dallas. Mr. Meyer, who will supervise over 100 Sears stores in the Southwest, was previously vice-president in charge of all Latin American operations for the company.

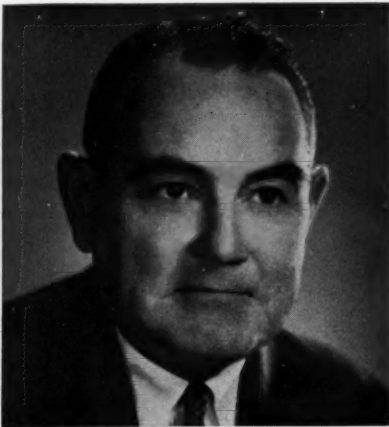
★

**R. L. TAYLOR** has been named a vice-president and director of Magnolia Pipe Line Company, and **E. J. WACKER, JR.**, has been named a director. At the same time, **L. E. FRENSELY** has been elected treasurer of the company and **JAMES R. BALL** named assistant secretary.



**E. FRED BUEHRING** has been named a vice-president of Temco Aircraft Corporation and will have the title of division manager of Temco Overhaul and Aero-systems. Mr. Buehring joined the company in 1946, became assistant director of contract administration and was appointed director of the Greenville base in 1955. He has been largely responsible for progress of Temco's aerosystems work during the past five years.

## Appointments and Promotions—



**JAMES P. MITCHELL**, formerly vice-president of the Houston offices of Texas Employers' Insurance Association, Employers Casualty Company and Employers National Insurance Company, has been elevated to vice-president and treasurer. **SMITH PETTIGREW**, medical coordinator, has been named assistant secretary and manager of medical services. Mr. Mitchell returns to Dallas after 16 years in Houston. Mr. Pettigrew, nationally active in the field of rehabilitation, has headed that division of Texas Employers' Insurance Association since it was established in 1954.

★

**EARL H. FLATH, JR.**, has joined Temco Electronics Division of Temco Aircraft Corporation as a senior scientist to plan developments in the fields of radiation, antennas and microwave systems. A graduate of Southern Methodist University, Mr. Flath received his Master of Science degree from the University of Cincinnati. He served as an electronic scientist with the Naval Research Laboratory and as senior aerophysics engineer with Convair prior to joining Chance-Vought in 1952.

|                                      |   |                 |   |                  |
|--------------------------------------|---|-----------------|---|------------------|
| JANITOR SERVICE                      | • | WINDOW CLEANING | • | RESIDENCE        |
| <b>ACME BUILDING MAINTENANCE CO.</b> |   |                 |   |                  |
| 1901-15 LAWS STREET                  |   | FRANK C. JONES  |   | PHONE RI 2-7660  |
| SAND BLASTING                        | • | STEAM CLEANING  | • | SIDEWALK WASHING |

QUALITY

LITHO  
by  
BEDDOE

since 1938

# BEDDOE

PRINTING COMPANY

1603 MARILLA • Riverside 7-0663

## *Executive* **T-I-M-E STRETCHER**



Placing every important working facility within arm's reach of the busy executive, this ART METAL modular group conserves his energy, adds to his productive time. This self-liquidating investment provides large conference-top desk, extra work area, built-in machine compartments, files, book case, swivel and guest chairs. Investigate!

  
**TEXAS OFFICE FURNITURE CO.**  
 2214 MAIN • DALLAS • RI 8-9322

## **LOW COST-LOW UPKEEP**

Get all the working space *you pay for!* Delta's *Free-Span* design features low maintenance and the strength of modern steel construction.

### Choose Delta Steel Buildings for:

- Minimum Maintenance
- Low Heating and Cooling Costs
- Custom-Designs for Your Purposes
- Protection against Weather, Stress and Strain

Delta Steel Buildings are adaptable for offices, warehouses, factories, garages and stores... almost every business use!





FOR YEAR-ROUND COMFORT IN YOUR HOME AND OFFICE



**WEATHERTRON**

ALL-ELECTRIC HEAT PUMP

over 55% of ALL heat pumps in

DALLAS INSTALLED BY



**WEATHERBY AIR CONDITIONING CO.**

TA 7-5436

LA 8-1735

**Appointments and Promotions—**



**F. G. FABIAN, JR.**, has been promoted to executive vice-president of Dresser Industries, Inc., Dallas. Mr. Fabian has been president and general manager of Dresser Manufacturing Division at Bradford, Pennsylvania, a division of Dresser Industries, since 1955. Prior to joining the Dresser organization in 1953, he was associated with several companies and a management consulting firm in the Chicago area.

★

**JOHN F. BOGNER** has been appointed manager of Engineering Supply Company's electronic department. Mr. Bogner has served Engineering Supply, regional distribution subsidiary of Texas Instruments Incorporated, for the past five years as an electronic components salesman. He attended the University of Rochester and later received advanced technical training in electronics at various schools conducted by the armed forces.

real estate loans

**MURRAY INVESTMENT COMPANY**

1908

OUR 52nd YEAR

1960

1315 PACIFIC AVENUE  
DALLAS, TEXAS

**INDUSTRIAL MOVING**



with  
"kid-glove" care

**TEXAS DELIVERY SERVICE**

920 S. LAMAR

RI-8-4444

**Appointments and Promotions—**



**WILLIAM F. KIRK** has been appointed General Manager of the Dallas Marriott Motor Hotel. Mr. Kirk, a native of Pittsburgh, was formerly associated with the Hilton and William Penn Hotels in Pittsburgh, Pennsylvania, and the Hotel Statler in Washington, D.C., before joining Hot Shoppes, Inc., parent company of the Marriott chain. Serving as Executive Assistant Manager of the motor hotel is Guy Carter, Jr. Mr. Carter, a native of Dallas, was formerly Director of Passenger Service for Braniff Airways.

OLIVETTI Calculators and  
**OFFICE MACHINES**  
"In Dallas Since 1902"  
**S. L. EWING CO., INC.**  
2805 Gaston — Call TA 1-2358

*SERVING HUNDREDS OF DALLAS'  
LEADING BUSINESS FIRMS*  
**Flower-A-Day Shop**  
KNOX at TRAVIS LAI-2101

Is your money unemployed  
or working part-time?

**IF SO...**

Put it to work on a full  
time basis with safety and  
convenience.

**4%**



PER ANNUM  
COMPOUNDED  
SEMI-ANNUALLY

**EACH PERSON'S ACCOUNT INSURED UP TO \$10,000**



**American Savings**

1700 COMMERCE AT ERVAY • RI 1-4191 • DALLAS



## **FRAUMAN ELECTRIC CO.**

*Electrical Contractors*

**INDUSTRIAL - COMMERCIAL - RESIDENTIAL**

**6010 Wyche Boulevard**

**Fleetwood 7-4344**

**New and exciting things are happening!...**

*new models*

*new floor plans*

*new features*

*va-fha*

**\$12,900-\$15,500**



# **NORTHGATE**

*More Than Ever Before... the Biggest Home Value in the Entire Dallas Area • Only 11 Minutes from  
Downtown via Stemmons Freeway • West on Hwy. 183 to Storey Rd., Turn Right to Addington • BL 3-9284*

# SOUTHWEST ADVERTISING & MARKETING

WE SERVE THE SOUTHWEST  
EXCLUSIVELY



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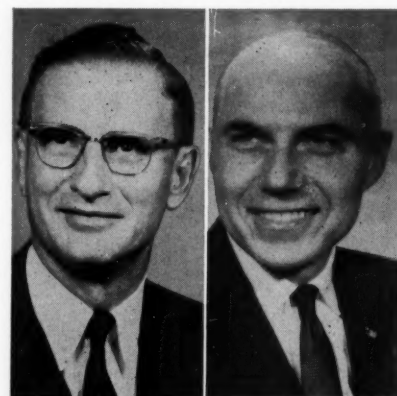
**SOUTHWEST ADVERTISING & MARKETING**

P. O. BOX 6701

DALLAS 19, TEXAS

PUBLISHED BY ASSOCIATED PUBLISHERS, INC.  
DALLAS, TEXAS

## Appointments and Promotions—



BEISECKER

ROBERTSON

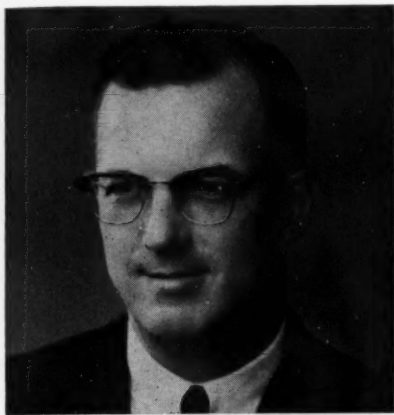
**FRED J. BEISECKER** and **THOMAS P. ROBERTSON** have been elected vice-presidents of Braniff International Airways; **ROGER BARRIER** and **O. ROLAND FROST, JR.**, have been named assistant vice-presidents. Mr. Beisecker has been with Braniff 19 years and will head the treasury, accounting and auditing functions of the company. Mr. Robertson, who joined Braniff in 1946 as supervisor of personnel records and research, will be in charge of economic planning. Mr. Barrier celebrated his 21st anniversary with Braniff last February. He will continue his responsibilities as budget director of the company, a position he has filled since April, 1954. And Mr. Frost, who came with the airline in 1953, will continue to head the properties department of the company.



**GEORGE A. NICOUD, JR.**, has been elected a vice-president of the First National Bank in Dallas. A Southern Methodist University graduate, Mr. Nicoud has been associated with Investments Management Corporation since 1952, and was a vice-president of that Dallas firm at the time of his election to the bank position.



## Appointments and Promotions—



**C. J. KELLEHER** has been named president of Verson Manufacturing Company, Dallas. Mr. Kelleher formerly was executive vice-president of the firm. He continues as president of Vitro-tech Corporation, the vitreous china manufacturing facility of the Verson Industry group at Hearne, Texas.



**DALE MARRS** has been appointed vice-president and chief pilot of J. R. Gray Company, Beechcraft distributor at Love Field. Mr. Marrs, formerly associated with Lion Oil Company and Britt Sliding Door Company, Houston, is holder of an airline transport pilot's rating and has been active in executive and corporation aviation for the past 14 years.

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VINYLIZED WALL COVERING  
FLOOR PRIMER  
LATH NAILS  
INSULATION  
ALUMINUM WINDOWS  
HOES—Mixing  
TIE WIRE  
FIRE BRICK  
ACROUSTICAL TILE  
ACROUSTICAL PLASTER  
INSERTS—CONCRETE  
HYDRATED LIME  
ACID—MURIATIC  
FLOOR WAX  
POURED ROOF DECKS  
PULVERIZED QUICK LIME  
METAL PARTITIONS  
LIGHTWEIGHT CONCRETE  
ASPHALT TILE AND ACCESSORIES  
NAILS  
DOORS  
METAL CASINGS  
FIRE PLACE ACCESSORIES  
VINYLIZED WALL COVERING  
FLOOR PRIMER  
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METAL PARTITIONS  
LIGHTWEIGHT CONCRETE  
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NAILS  
DOORS

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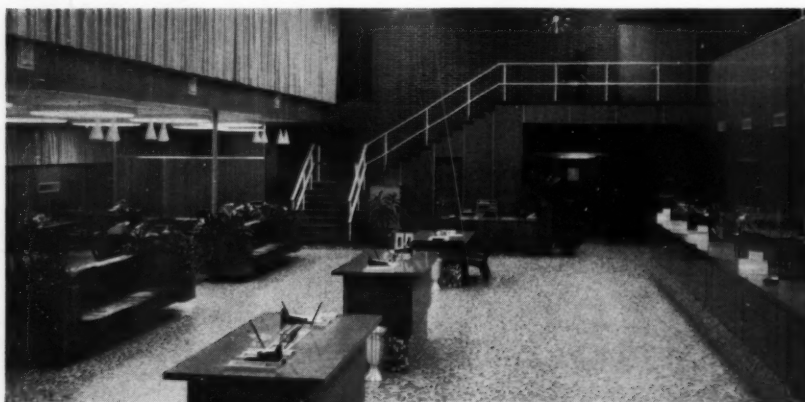
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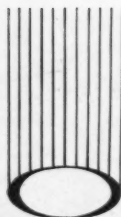
## RECENTLY COMPLETED

*Citizens National Bank*  
GREENVILLE

### CONTRACTS

### IN PROGRESS:

- ★ Federal Reserve Bank  
Dallas, Texas
- ★ Longview National Bank  
Longview, Texas
- ★ Pecos County State Bank  
Fort Stockton, Texas
- ★ First State Bank  
Spearman, Texas
- ★ Oklahoma State Bank  
Ada, Oklahoma
- ★ The Bank of Augusta  
Augusta, Arkansas
- ★ Stephen F. Austin College  
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## Appointments and Promotions—



**CLAUDE R. MCCLLENAHAN, JR.**, of Syndicates, Inc., developers and managers of commercial real estate, has been named manager of the new Northlake Shopping Center at Ferndale Road and Northwest Highway. **B. WYNNE WOOLLEY, JR.**, for the last two years associated with the Republic National Bank, has joined Syndicates, Inc., and will handle all leasing operations of the company. The shopping center will be opened in late summer.

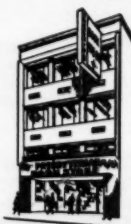
★

**HERMAN E. OTTO**, formerly assistant secretary of Southland Life Insurance Company, Dallas, has been advanced to assistant vice-president of the firm.

★

**WILLIAM H. S. MORRIS, PHILLIP M. KEESE** and **BONNIE RUTH LAMBERTZ** have been elected to the board of directors of Business Music, Inc., Dallas-based franchise for MUZAK. Mr. Morris, formerly general manager of MUZAK of Houston, recently joined Business Music as vice-president and general manager of the Dallas firm. Mr. Keese has been in the sales division of the firm for six years with headquarters in Dallas. Mrs. Lambertz joined the company eleven years ago and is secretary-treasurer.

## Presbyterian Book Store



1814 Main St.  
DALLAS  
Phone RI 1-5546

## APPOINTMENTS AND PROMOTIONS

| Name                  | Company                  | Position                             |
|-----------------------|--------------------------|--------------------------------------|
| Carrol C. Cook        | Delhi-Taylor Oil         | Production Director                  |
| Alvin L. Crow         | Tex-Tube, Inc.           | District Manager                     |
| Gordon S. Englehart   | W. A. Tayloe             | Sales Director                       |
| Edwin C. Fry          | Lone Star Boat           | Regional Sales Manager               |
| William E. Hunt       | Republic National Life   | Supervisor, Reinsurance Underwriting |
| Don P. Kennedy        | Oak Farms Dairies        | Merchandising, Advertising Manager   |
| Gloria Maria Lopez    | Neiman-Marcus            | Fashion Director                     |
| John F. O'Brien       | East Texas Motor Freight | General Accountant                   |
| Tom Odum              | Sanders Advertising      | Production Director                  |
| A. Norman Needy       | Gittings Studios         | Vice-President, Sales                |
| Alex F. Weisberg, Jr. | E. M. Kahn               | Vice-President                       |

**SIGMUND S. SAFRAN** has been elected president of Wolf Textile Company and Wolf-Tex Fabrics, Inc. Mr. Safran has been associated with the Wolf interests for the past eleven years and formerly was executive vice-president and administrative head of both companies. **MRS. FRANK A. WOLF** has been named chairman of the board of directors of the two Dallas textile firms.

**WALTER M. BADER**, a vice-president of First Southwest Company, Dallas investment bankers, has been elected to the board of directors. **JOHN W. ELLIS** has been advanced to vice-president. Mr. Bader has been with First Southwest since 1947 and is in the sales department. Mr. Ellis, who is with the firm's municipal department, has been a member of First Southwest since 1951.

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## YMCA Launches Drive

(Continued from page 51)

The \$3,650,000 Building Campaign—a once in a generation capital improvements drive—will make the needed facilities possible. The Downtown, Moorland and Oak Cliff buildings will be modernized and expanded. Complete buildings consisting of recreation facilities, swimming pool, offices, all-purpose hall, and activity rooms will be constructed at Grand Prairie, Southeast, Town North and White Rock where population growth has been great. Additional facilities will be constructed at the East Dallas and Park Cities Branches, and Community Buildings will be constructed at Irving, South Dallas and South Oak Cliff as these areas continue to expand.

Additional equipment will be purchased and improvements will be made at Camp Grady Spruce and Camp Pinkston. Because the desire for participation in the "Y" summer camp programs has long been far greater than the present facilities can accommodate, a new camp will be built to help relieve this situation.

Hundreds of civic-minded volunteers will assist in this vital campaign. Leaders of the campaign are well-known Dallas

citizens who firmly believe that the "Y" must have adequate facilities to properly serve our community. F. O. Detweiler is Chairman of the Building and Development Committee which was organized some months ago to help plan this major campaign.

R. A. Goodson, Texas Vice President and General Manager of the Southwestern Bell Telephone Company, will be Campaign Chairman and Max Clampitt will be Campaign Vice Chairman. Ben H. Wooten is Chairman of the Advance-Memorial Gifts Committee with Theo. P. Beasley, Erik Jonsson and R. G. Storey as Co-Chairmen. Vice Chairmen of the Advance-Memorial Gifts Committee are James W. Aston, Milton F. Brown, Paul Carrington, Carr P. Collins, E. B. Germany, Henry Neuhooff, C. B. Peterson, Jr., Robert H. Stewart, III, and C. A. Tatum.

Joel T. Williams is Chairman of the Big Gifts Division, and George P. Culum, Jr. and Eugene K. Sanger will serve as Chairman and Vice Chairman, respectively, of the Special Gifts Division. E. Wilson Germany is Chairman of the Metropolitan Division and Ed. D. Reynolds is Chairman of the General Gifts Division. Chairman of the Women's Division is Mrs. Harvey J. Piercy and Mrs. C. W. Murchi-

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son, Jr. will serve as Vice Chairman. R. W. Baxter is Treasurer for the Campaign and P. M. Rutherford and C. F. Weekley are Co-Chairmen of the Publicity Committee.

"A community is judged not only for its wealth of business and industry, but it is judged equally—if not more so—for the advantages it offers its citizens... its youth-serving organizations. Let's help 'Build a Bigger Y'—help our community continue its reputation as being one of the finest in the nation in which to live—one that looks to the future," stated R. A. Goodson.

★

► Water & Wastes Laboratory has opened expanded facilities at 108 Brookhollow Service Center. The laboratory specializes in research, development and analysis of municipal and industrial waters, wastes and atmospheric contaminants.

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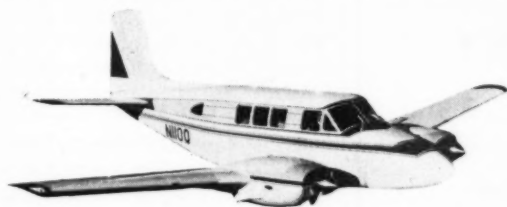
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- (F) Our lease plan offers an option to purchase or to cancel at any time.

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## Your Business Home

### COST INDICES FOR COMMERCIAL AND FACTORY BUILDINGS AS OF JANUARY, 1959

(U. S. Average 1926 - 29 = 100)

| Metropolitan Area     | Steel | Brick and Steel | Brick and Concrete |
|-----------------------|-------|-----------------|--------------------|
| Atlanta .....         | 269.5 | 268.3           | 268.4              |
| Baltimore .....       | 286.5 | 296.1           | 294.1              |
| Birmingham .....      | 262.6 | 268.1           | 271.4              |
| Boston .....          | 304.5 | 320.1           | 319.6              |
| Chicago .....         | 299.2 | 315.8           | 319.7              |
| Cincinnati .....      | 296.1 | 312.3           | 314.0              |
| Cleveland .....       | 308.3 | 333.5           | 337.4              |
| DALLAS .....          | 280.0 | 282.5           | 274.5              |
| Denver .....          | 289.6 | 300.0           | 297.9              |
| Detroit .....         | 304.6 | 329.2           | 333.9              |
| Kansas City .....     | 289.4 | 296.8           | 297.7              |
| Los Angeles .....     | 314.8 | 321.3           | 318.6              |
| Minneapolis .....     | 295.9 | 313.9           | 314.2              |
| New Orleans .....     | 266.2 | 272.1           | 269.4              |
| New York City .....   | 337.4 | 368.8           | 383.1              |
| Philadelphia .....    | 301.6 | 321.1           | 323.1              |
| Pittsburgh .....      | 295.6 | 318.1           | 325.6              |
| St. Louis .....       | 299.6 | 318.4           | 324.5              |
| San Francisco .....   | 308.5 | 325.9           | 332.2              |
| Seattle .....         | 308.4 | 330.9           | 336.3              |
| Washington, D.C. .... | 300.8 | 310.1           | 307.3              |
| U. S. Average .....   | 295.9 | 310.7           | 312.8              |

SOURCE: Engineering News-Record.

## Hotpoint NUMBER ONE IN BUILDERS' CHOICE AND BUYERS' PREFERENCE



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DALLAS

THE  
**JARRELL**  
COMPANY



## Your Business Home


(Continued from page 29)

the year-round. Buildings need not be designed to carry a heavy snow load. Wage levels in the construction industry are somewhat lower than in most other major industrial areas, and there are fewer feather-bedding and make-work provisions in contracts of Dallas building trades unions.

### Airport Acreage

Airport acreage is available for long-term lease at city-owned Red Bird Airport for firms engaged in avionics, electronics, aircraft engines, aircraft components, missiles, missile guidance systems, and aircraft modification, repair, and servicing. Red Bird, a non-airline airport protected by comprehensive zoning, is approximately seven miles from downtown Dallas in the Oak Cliff area. Buildings designed to meet an industry's specific requirements can be built on the 200 acres designated in the airport master plan as sites for airport-based industries. Buildings may be financed by income tax-free revenue bonds.

Typically, a facility financed by revenue bonds is leased from the city for 20 years. The annual rental will amortize the revenue bond issue in approximately 10 years. Lessee occupies the facility for the next



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10 years rent-free, except for the continuing ground rental.

Airport acreage also is available at privately-owned Addison Airport north of the city.

### Office Space

Approximately 7 million square feet of new Class A office space has been created in Dallas since 1950 ... and Dallas is still building.

Impact of Dallas' building boom is reflected in this statement in the May, 1959, issue of *Dallas Magazine*:

"Among American cities whose ever mounting skylines tell a story of progress and dynamic growth, Dallas has established a place of its own that is outstanding and unique. ... No city of its size can match the pace at which this city is going in office building construction, either in number or in office area produced. Or surpass it in quality and distinction."

ROBERT B. BEACH, *Executive Vice President, National Association of Building Owners & Managers*

Most of this new space is in the city center, convenient to downtown parking garages, banking facilities, bus lines, hotels, business clubs, and every type of modern business service. Desirable space is also available in the new clusters of suburban office buildings surrounded by landscaped gardens and parking areas. Dallas has office space to meet nearly any requirement, including large multiple floor integrated arrangements. Year-round air conditioning is standard in Dallas. Rental rates are competitive, ranging from \$3.25 to \$5.50 per square foot per year. The median price is around \$4.25. Prices include air conditioning, janitorial services, and all utilities.

### DALLAS INDUSTRIAL DISTRICTS

A "planned" or "organized" industrial district, as defined by the U. S. Department of Commerce, is a tract of land subdivided and developed according to a comprehensive plan for the use of a community of industries, with streets, rail lead tracks, and utilities installed before sites are sold to prospective occupants. The plan must provide for adequate control of the area and buildings through restrictions and zoning.

**JIM RANDOLPH**  
and Company  
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Riverside 8-3033

Dallas' planned industrial districts, with name of developer, gross acreage, and generalized industry classification, are as follows:

#### DALLAS' PLANNED INDUSTRIAL DISTRICTS

| District          | Developer                             | Acreage | Class of Industry |
|-------------------|---------------------------------------|---------|-------------------|
| Arlington Park    | Ross W. Smith                         | 42      | All               |
| Airlawn           | M-K-T Railroad & Carl C. Weichsel     | 250     | Light             |
| Brook Hollow      | Windsor Properties, Inc.              | 1,200   | Light             |
| Buckner Boulevard | T & P Railroad & Landowners           | 235     | Light             |
| Casa Linda        | Santa Fe Railroad                     | 170     | Light             |
| Cedar Crest       | Tips Company                          | 100     | All               |
| Central           | C. R. Tips                            | 130     | Light             |
| Eagle Ford        | T & P Railroad & Landowners           | 650     | All               |
| Gar-Land No. 1    | S. H. Lynch & Associates              | 62      | Light             |
| Great Southwest   | Great Southwest Corp.                 | 720*    | All               |
| Highland          | Highland Industrial Properties, Inc.  | 115     | Light             |
| Hudnall           | M-K-T Railroad & Landowners           | 100     | All               |
| Inwood            | Southwest Industrial Properties, Inc. | 186     | Light             |
| Moser             | Landowners                            | 24      | Light             |
| Oak Cliff         | Santa Fe Railroad                     | 320     | Light             |
| Penrod            | Santa Fe Railroad                     | 131     | All               |
| Richardson        | Southern Pacific Railroad             | 272     | All               |
| Trinity           | Industrial Properties, Corp.          | 1,200   | Light             |
| Valwood Freeway   | Maurice Nelson                        | 30      | Light             |
| West Trinity      | Consolidated Industries, Inc.         | 190     | All               |

\* Dallas County acreage only

#### REPRESENTATIVE PLANNED INDUSTRIAL DISTRICTS

##### Trinity Industrial District

Trinity Industrial District, located just under the skyline of Dallas, is occupied by more than 1,000 firms. Equipped with all utilities and adjacent to financial and residential areas, Trinity is a planned dis-

trict with rigid zoning and building standards. Three major railroads serve the area. There are private siding facilities for every tract of land. Streets are from 70 feet (the minimum now is 80 feet) to 300 feet wide.

The 16-lane Stemmons Expressway stretches the length of the Trinity District. Adjacent to the expressway is the "Master

The Man from Hobbs says:

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PRODUCE OR FROZEN  
FOOD? HOBBS HAS  
A REEFER TO DO  
THE JOB!



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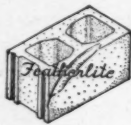
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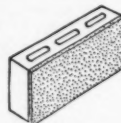
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Market Center" which includes the Decorative Center, Homefurnishings Mart and Trade Mart. A luxury motor hotel is under construction, and many allied businesses are locating nearby. Six major motor freight lines have terminals in the Trinity. The Union (rail) Terminal is less than 5 minutes away; Dallas Love Field is less than 10 minutes. The district has its own bank, clinic, restaurants, recreational facilities, and a branch postoffice. The developer is Industrial Properties Corp.

### Brook Hollow Industrial District

Since July, 1954, when the first building was occupied, a million square feet has gone under roof annually in the Brook Hollow Industrial District to house many of the nation's leading firms. The district's advance planning concepts — spacious landscaped set-back areas, traffic flow patterns for continual movement, looped water and gas mains, and a service center for employee and plant requirements — have set the pattern for developments throughout the nation.

Brook Hollow is four miles from downtown Dallas and may be reached within five minutes' driving time on the Stemmons Expressway. The new Dallas Love Field air terminal, providing jet service to America's major cities, is two miles to the east. Two railroads serve the district, and 19 major interstate truck terminals are located within three miles. Services provided by the developer, Windsor Properties, Inc., include foundation data, plot plans showing site utilization, and publicity assistance on announcements, plus services ordinarily associated with such developments.

### Highland Industrial District

Highland Industrial Park, located on Harry Hines Blvd. (U. S. 77) on Dallas' north side, is convenient to downtown Dallas. The district has the advantage of immediate access to highways in every direction, service from the Frisco and Rock Island railroads, close proximity to Dallas Love Field for air freight and trans-

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port, and service from more than 20 truck lines with nearby terminals. Housing for all salary levels is within five minutes' driving time of the district.

Highland is situated on high, level terrain. The water, sewer, electric power, and gas systems are capable of handling heavy industrial needs. High quality of the area is borne out by the number and type of plants located in or adjacent to Highland. Half of the original 5 million square feet in Highland has been sold, and more than 25 buildings for industry, warehousing, and distribution are now in service. Others are in planning stages. Controlled planning assures proper development of Highland and the maintenance and appreciation of property values.

#### West Trinity Industrial District

The West Trinity Industrial District is within eight minutes of leading Dallas residential areas and within 12 minutes of suburban Irving. The district is within 10 minutes of downtown Dallas via Irving Blvd. (artery adjoining the district), Industrial Blvd., and Commerce St. A connecting road to the Stemmons Expressway will originate in the district. The district is easily accessible to other industrial areas and is serviced by the Texas & Pacific and Cotton Belt railroads. Buildings are set back nearly 50 feet to allow for parking. Developer is Charles S. Sharp.

#### Oak Cliff Industrial District

The Santa Fe Railroad's Oak Cliff Industrial District, opened in 1953, is particularly attractive to heavy tonnage rail shippers. Sites ranging in size from 1 to 50 acres are available. The district is approximately 8 miles from downtown Dallas and is within the reciprocal switching limits and the pickup and delivery zone of the City of Dallas. All services of the rail and motor freight lines serving Dallas are available in the district.

The Oak Cliff district is deed restricted to buildings of masonry or similar construction with set-backs of at least 25 feet from the street line. No nuisance industry is permitted. The district is served by 8-

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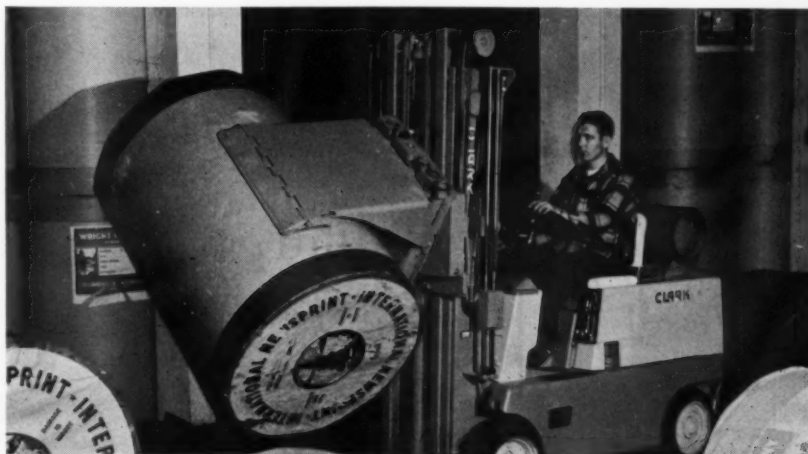


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DALLAS, TEXAS



inch water lines and 8-inch sanitary sewer lines. Eleven firms, including several nationally known firms, now have sizeable installations in the district.

### Casa Linda Industrial District

Casa Linda Industrial District, under development by the Santa Fe Railroad, is in the northeast section of Dallas, one of the city's fastest growing areas. The district, opened in 1956, is approximately 10 miles from downtown Dallas at junction of two important arteries, Northwest Highway and Garland Rd. (State Hwy. 78).

Attractive to heavy tonnage rail shippers, the Casa Linda district is within the switching limits and pickup and delivery zone of Dallas. Therefore, the services of all rail and motor freight lines serving Dallas are available. Buildings are restricted to masonry or similar construction, with set-backs of at least 25 feet from street line. No nuisance industry is permitted. Eight-inch water and sanitary sewer lines have been installed, and all other utilities are available.

### Central Industrial Park

Central Industrial Park, near the south leg of the Central Expressway, emphasizes landscaping, ample parking areas, and elaborate employee facilities. Every site is graded and ready for use. Complete foundation data is available for architects, engineers, builders. District has service from Missouri-Kansas-Texas Railroad.

### Cedar Crest Industrial Park

Cedar Crest Industrial Park, bordering the Central district, is limited to masonry construction and has other restrictions to assure an orderly planned development of high class properties. The owners will build for desirable tenants or will sell sites.

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### Inwood Industrial District

Inwood Industrial District, in the northwest section of the city, is bordered on three sides by the Brook Hollow, Trinity, and West Trinity districts. Inwood, served by the Rock Island Railroad, is restricted as to type of buildings and industries. Streets are provided and utilities have been brought to the property.

### Other Industrial Areas

Many of the assets of planned districts also may apply to so-called "industrial areas" — developments where utilities and streets are in and the land is zoned for industry, but where there are no tight restrictions covering building or industry type. Extent of these areas is indicated in the following statement:

"During 1959, as president of the Society of Industrial Realtors, I traveled all over the country studying industrial development of various areas. Nowhere did I find a greater wealth of land available for the industry than exists in the Dallas Metropolitan area, both outside and within planned industrial districts. The people in this area, being cognizant of the value of industries to them, realize the necessity of conserving these lands for use by industry. An industry considering the Dallas area as a location for its plant can pick and choose from an almost unlimited number of rail and utility-served sites ranging from a few acres to thousands of acres, both on and off the Dallas freeway system.

HOWELL H. WATSON

1959 National President, Society of Industrial Realtors

### Information for Your Specific Needs

For more information about specific industrial sites and the availability of existing industrial buildings, write the Industrial Department, Dallas Chamber of Commerce, 1101 Commerce, Dallas 2, Texas, or the chamber of commerce of the suburban city in which you are interested.

Specialized brochures covering other industrial location factors, including business climate, Dallas' growth, markets, wholesaling and distribution, transportation and communication, labor, living condition, and water, power, and fuel, are available through the Industrial Department of the Dallas Chamber of Commerce.

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# ADVERTISERS IN THIS ISSUE

## AND THEIR ADVERTISING AGENCIES

|   |       |   |        |  |       |
|---|-------|---|--------|--|-------|
| ACME BUILDING MAINTENANCE.....                  | 93    | FLOWER-A-DAY SHOP.....                            | 95     | NORTHWOOD.....   | 87    |
| ADLETA SHOWCASE COMPANY.....                    | 107   | FORT WORTH & DENVER RAILWAY.....                  | 69     | OLDHAM LUMBER COMPANY.....                                     | 83    |
| Agency — Preis, Byland, & Preis, Inc. Adv.      |       | Agency — McBride Advertising Agency               |        | F. S. OLDT CO.....   | 70    |
| AMERICAN BEAUTY COVER COMPANY.....              | 103   | FRAUMAN ELECTRIC CO.....                          | 95     | Agency — R. B. Moreland & Co.                                  |       |
| Agency — Thompson Advertising Co.               |       | FRONTIER MANUFACTURING COMPANY.....               | 76     | ORKIN EXTERMINATING CO. INC.....                               | 101   |
| AMERICAN SAVINGS & LOAN CO.....                 | 95    | Agency — Ted Workman Adv., Inc.                   |        | PRESBYTERIAN BOOK STORE.....                                   | 98    |
| AMERICAN TERRAZO COMPANY.....                   | 69    | GEORGE A. FULLER CO.....                          | 68     | JIM RANDOLPH & COMPANY.....                                    | 104   |
| A. C. ANDREWS CO.....                           | 75    | ARTHA GARZA.....                                  | 91     | RELIANCE LIFE & ACCIDENT INS. CO.....                          | 76    |
| ASSOCIATED FEDERAL HOTELS.....                  | 74    | GLEN OAKS DEVELOPMENT CO.....                     | 78     | Agency — R. B. Moreland & Co.                                  |       |
| Agency — John Peyton Dewey Co.                  |       | GRAND PRAIRIE SAVINGS & LOAN.....                 | 103    | REMINGTON RAND DIVISION OF SPERRY RAND CORP.....               | 33    |
| ASSOCIATED GENERAL CONTRACTORS.....             | 114   | J. R. GRAY CO. INC.....                           | 101    | Agency — Gardner Adv. Co., New York, N. Y.                     |       |
| Agency — Delernett Advertising                  |       | Agency — Jar. W. Huff, Advertising                |        | REPUBLIC NATIONAL BANK OF DALLAS.....                          | 26    |
| JULIAN P. BARRY, CONTRACTOR.....                | 78    | GREAT NATIONAL LIFE INS. CO.....                  | 112    | Agency — Glenn Adv., Inc.                                      |       |
| BEATTY ENGINEERING COMPANY.....                 | 45    | Agency — Bloom Advertising                        |        | REPUBLIC WATER HEATER.....                                     | 58-59 |
| Agency — Hepworth Advertising Company           |       | GREAT SOUTHERN LIFE INS. CO.....                  | 106    | RICHARDSON HEIGHTS INC.....                                    | 113   |
| BEDDOE PRINTING COMPANY.....                    | 93    | Agency — Boone and Cummings, Advertising, Houston |        | ROBERTS LITHO COLOR PLATE CO.....                              | 107   |
| B. DAVID BENFER JR.....                         | 71    | EBBY HALLIDAY, REALTORS.....                      | 41     | FRANK ROGERS & SON.....  | 88    |
| BENNETT PRINTING COMPANY.....                   | 115   | HARMAN ELECTRICAL CONSTRUCTION CO.....            | 47     | ROGERSNAP BUSINESS FORMS.....                                  | 67    |
| Agency — Paul Berry Company                     |       | Agency — Bloom Adv.                               |        | Agency — James H. Susong Adv.                                  |       |
| BETTER HOMES INSULATION CO.....                 | 99    | JAMES HEREFORD & CO.....                          | 92     | RUST PICTURE FRAMING.....                                      | 85    |
| BLANKS ENGRAVING COMPANY.....                   | 75    | HESSE ENVELOPE CO.....                            | 86     | CURTIS SANFORD-REAL ESTATE.....                                | 89    |
| Agency — Brough Adv.                            |       | Agency — Evans-Young-Wyatt Adv.                   |        | THE SESSIONS COMPANY.....                                      | 106   |
| BLUE DIAMOND CO.....                            | 97    | HILLCREST STATE BANK OF UNIVERSITY PK.....        | 97     | Agency — Advertising Agency, Inc.                              |       |
| Agency — James H. Susong Adv.                   |       | Agency — Hepworth Adv. Company                    |        | SHELBY BROS. CONSTRUCTION CO.....                              | 88    |
| BOCK CONSTRUCTION COMPANY.....                  | 112   | HINTON & LOCKE, INC.....                          | 103    | Agency — Empire Adv. Service                                   |       |
| BOSCO BOLT, NUT & SCREW COMPANY.....            | 97    | HOBBS TRAILERS (HYDEPAK DIV.).....                | 87-105 | SHERATON-DALLAS HOTEL.....                                     | 61    |
| Agency — Van Roberts Adv.                       |       | Agency — Witherspoon & Assoc. Fort Worth          |        | Agency — Don L. Baxter, Inc.                                   |       |
| BRIGGS-WEAVER MACHINERY CO.....                 | 84    | HOERNER BOXES, INC.....                           | 100    | SOUTHERN PACIFIC LINES.....                                    | 13    |
| Agency — Taylor-Norsworthy Inc. Adv.            |       | HOMES INDUSTRIES — SIGNET HOMES.....              | 99     | Agency — Foote, Cone & Belding Adv., San Francisco, California |       |
| NOLAN BROWNE COMPANY.....                       | 106   | Agency — Taylor-Norsworthy, Inc.                  |        | SOUTHERN TRUST & MORTGAGE COMPANY.....                         | 108   |
| BUCKNER & PITTMAN GENERAL CONTRACTORS.....      | 104   | JOE HOPPE & COMPANY.....                          | 113    | SOUTHLAND LIFE INSURANCE CO.....                               | 69    |
| BUTLER BUILDING MATERIALS CO.....               | 41    | HUDSON & HUDSON.....                              | 78     | Agency — Delernett Advertising                                 |       |
| Agency — Walt Brownfield & Assoc., Inc.         |       | HUMBLE OIL & REFINING CO.....                     | 37     | SOUTHWEST ADVERTISING & MARKETING.....                         | 96    |
| CAMPBELL & CAMPBELL, REALTORS.....              | 92    | Agency — McCann-Erickson Inc., Houston, Texas     |        | SOUTHWEST PRINTING COMPANY.....                                | 102   |
| Agency — Delernett Advertising                  |       | HUTTIG SASH & DOOR COMPANY.....                   | 90     | SOUTHWESTERN LIFE INS. CO.....                                 | 98    |
| CANTEEN SERVICE OF DALLAS.....                  | 90    | INCA METAL PRODUCTS.....                          | 109    | Agency — Tracy-Loche Adv.                                      |       |
| Agency — Ted Workman Adv., Inc.                 |       | INDUSTRIAL PROPERTIES CORP.....                   | 12     | SPARKMAN-BRAND, INC.....                                       | 99    |
| CANTERBURY SALES CO.....                        | 92    | Agency — Hepworth Advertising Co.                 |        | Agency — Thomas R. Leslie, Advertising                         |       |
| CARTER ENGINEERING CO.....                      | 104   | INDUSTRIAL TOWEL & UNIFORM CO.....                | 76     | DON L. STERLING, REALTOR.....                                  | 76    |
| Agency — J. Neal Ferguson Adv.                  |       | Agency — Evans-Young-Wyatt Adv.                   |        | STEWART OFFICE SUPPLY.....                                     | 10    |
| CLARKE & COURTS.....                            | 72    | JAGGARS-CHILES-STOVALL, INC.....                  | 113    | Agency — Grant Advertising                                     |       |
| Agency — Weekley & Valenti Adv., Houston, Texas |       | JARRELL COMPANY.....                              | 79-102 | R. M. TACKER CO. (ARMCO STEEL BUILDING CO.).....               | 79    |
| OTTO H. COERVER COMPANY.....                    | 98    | Agency — Rominger Adv.                            |        | W. A. TAYLOR CO.....   | 68    |
| Agency — Switzer-McCreary Advertising           |       | JOHNSTON PRINTING CO.....                         | 91     | Agency — Hepworth Advertising Company                          |       |
| BILL COLEMAN, REALTOR.....                      | 86    | JONES-BLAIR PAINT CO.....                         | 108    | TEN-EYCK-SHAW, INC.....  | 50    |
| DALLAS AERO SERVICE.....                        | 83    | Agency — Tracy-Loche Adv.                         |        | Agency — Bloom Adv.  |       |
| Agency — Ted Workman Adv., Inc.                 |       | KELLY GIRL SERVICE.....                           | 101    | TEXAS BANK & TRUST CO.....                                     | 17    |
| DALLAS ASSOCIATION OF INSURANCE AGENTS.....     | 70    | KIEFFER PLUMBING & HEATING.....                   | 82     | Agency — Clarke-Dunagan-Hughines Adv.                          |       |
| Agency — Ayres Compton Adv.                     |       | LANE CONTAINER COMPANY.....                       | 44     | TEXAS DELIVERY WAREHOUSE.....                                  | 94    |
| DALLAS CONCRETE COMPANY.....                    | 100   | Agency — Walt Brownfield & Assoc. Adv.            |        | Agency — James H. Susong Adv.                                  |       |
| Agency — Brooks Keller Advertising Agency       |       | J. W. LINDSLEY & CO.....                          | 91     | TEXAS DISTRIBUTORS, INC.....                                   | 46    |
| DALLAS FEDERAL SAVINGS & LOAN ASSOC.....        | 71    | LONE STAR CADILLAC CO.....                        | 2      | Agency — Doudell-Merrill, Inc.                                 |       |
| Agency — Taylor-Norsworthy, Inc.                |       | LONE STAR GAS COMPANY.....                        | 80     | TEXAS EMPLOYERS' INSURANCE ASSOCIATION.....                    | 63    |
| DALLAS PIONEERS.....                            | 6-111 | Agency — Erwin, Wassey, Ruthrauff & Ryan, Inc.    |        | Agency — Beval Associates                                      |       |
| DALLAS POWER & LIGHT CO.....                    | 22    | JOE F. MABERRY & CO.....                          | 112    | TEXAS OFFICE FURNITURE CO.....                                 | 93    |
| Agency — Rogers & Smith, Advertising            |       | Agency — W. W. Sherrill Company, Advertising      |        | Agency — The McCarty Company of Texas                          |       |
| DALLAS REAL ESTATE BOARD.....                   | 8     | MAJORS & MAJORS.....                              | 4      | THOMAS OPTICAL COMPANY.....                                    | 77    |
| Agency — Rominger Adv.                          |       | Agency — Bloom Advertising                        |        | Agency — Dicklow Advertising                                   |       |
| DALLAS RECORD ARCHIVES.....                     | 102   | MERCANTILE NATIONAL BANK AT DALLAS.....           | 116    | TISHMAN REALTY & CONSTRUCTION CO.....                          | 105   |
| DALLAS UNION SECURITIES COMPANY.....            | 108   | Agency — Ratcliffe Adv.                           |        | Agency — Bloom Advertising                                     |       |
| Agency — Crook Advertising                      |       | METROPOLITAN SAVINGS & LOAN ASSOC.....            | 92     | TOBIN REALTY CO.....   | 107   |
| DELTA STEEL BUILDING CO.....                    | 93    | Agency — Auld Advertising                         |        | Agency — Walt Brownfield & Assoc. Adv.                         |       |
| Agency — Glenn Adv., Inc.                       |       | MILLER-BEER & CO. REALTORS.....                   | 70     | TOWNE INDUSTRIAL EQUIPMENT CO., INC.....                       | 107   |
| EDWARD T. DICKER, INVESTMENTS.....              | 75    | HENRY S. MILLER COMPANY.....                      | 101    | Agency — Taylor-Norsworthy Inc. Adv.                           |       |
| DORSEY COMPANY.....                             | 77    | VANCE K. MILLER COMPANY.....                      | 71     | J. M. TUTTLE COMPANY, REALTORS.....                            | 98    |
| HAL C. DYER, BUILDER.....                       | 45    | MOSER & COMPANY, REALTORS.....                    | 109    | UNITED FIDELITY INS. CO.....                                   | 108   |
| EAST TEXAS MOTOR FREIGHT.....                   | 5     | KENNETH MURCHISON & CO.....                       | 86     | Agency — Clarke-Dunagan-Hughines, Inc.                         |       |
| Agency — Jack Wyatt Adv.                        |       | MURRAY INVESTMENT COMPANY.....                    | 94     | VOLKMER & KRATZ CO.....  | 106   |
| ELLIS-SMITH & CO.....                           | 85    | Agency — Melton Advertising                       |        | Agency — R. J. Burke Adv. Inc.                                 |       |
| Agency — Rominger Adv.                          |       | MUSIC SUPPLY.....                                 | 101    | SAM F. WALLACE & CO.....                                       | 11    |
| S. L. EWING & CO. INC.....                      | 95    | MUZAK.....  | 16     | Agency — McKee-Thompson & Assoc.                               |       |
| Agency — Marvin Winsett Adv.                    |       | Agency — R. J. Burke Adv. Inc.                    |        | L. R. WARD STEEL PRODUCTS CO.....                              | 67    |
| EXCHANGE BANK & TRUST CO.....                   | 83    | McAX CORP.....                                    | 3      | HOWELL H. WATSON.....  | 68    |
| Agency — James H. Susong Adv.                   |       | Agency — Bloom Advertising                        |        | WEATHERBY AIR CONDITIONING CO.....                             | 94    |
| EXLINE-LOWDON CO.....                           | 112   | SAM ROSS McELREATH COMPANY.....                   | 77     | WHITE-SACHS ELECTRIC CO.....                                   | 97    |
| Agency — Hepworth Advertising Company           |       | NATIONAL ELECTRICAL CONTRACTORS.....              | 82     | WILHIDE EQUIPMENT CO., INC.....                                | 71    |
| FIDELITY UNION LIFE INS. CO.....                | 9     | Agency — Ted Workman Adv.                         |        | Agency — Hepworth Advertising Company                          |       |
| Agency — Brooks Keller Advertising Agency       |       | NATIONAL EMPIRE LIFE INS. CO.....                 | 104    | J. L. WILLIAMS & CO., CONTRACTORS.....                         | 109   |
| FIRST NATIONAL BANK IN DALLAS.....              | 14    | NICOL SCALES INC.....                             | 88     |  |       |
| Agency — Tracy-Loche Adv.                       |       | Agency — Crook Advertising                        |        |  |       |
|   |       | NORTHGATE.....                                    | 95     |  |       |

# Dallas *Pioneers*



Established

**1852** Caruth

Real Estate Investments

**1869** The Schoellkopf  
Company

Manufacturers and  
Wholesale Distributors

**1869** Padgett Bros.  
Company

Leather Goods —  
Wholesale and Retail

**1872** Dallas Transit  
Company

City Bus Transportation

**1874** Binyon-O'Keefe  
Warehouse Co.

"Moving, Household Goods, and  
Commercial Warehousing"

**1875** First National  
Bank in Dallas

Banking

**1878** National Bank  
of Commerce

Banking

**1884** The Dorsey  
Company

Printers — Lithographers  
Stationers — Office Furniture

**1889** Austin Brothers  
Steel Co.

Steel for Structures of Every Kind

**1890** William S.  
Henson, Inc.

Advertising Printing

**1893** Fleming &  
Sons, Inc.

Manufacturers — Paper  
and Paper Products



IN 1907, a steam engine, located in an old stone building in the same area as the present D.P.&L. Griffin Street plant, furnished Dallas a generating capacity of 5,800 Kilowatts. That same year the Central Telephone & Electric Co. began business at 105-7 Commerce handling supplies for telephone companies, contractors and industry. In 1912, the name of this firm was changed to Smith-Perry Electric Co. and their location was moved to 400 South Lamar. The above photograph shows the Dallas Light Company Service Fleet in 1915 at which time Dallas generating capacity had zoomed to 18,300 Kilowatts. In 1925, Smith-Perry Electric Co. moved to Carter and Caruth, their present location, later changed to Munger and Laws Streets. In the early thirties they also established a branch in Fort Worth. Through the years Smith-Perry has expanded with the electrical supply industry. The firm wholesales all types of supplies to contractors and industry from small switch boxes and conduits to large transformers. They also supply a large volume of electrical components to manufacturers in the Dallas Southwest. Now the oldest electrical supply firm in Dallas and the entire State of Texas, Smith-Perry also has a large warehouse at Summer and Broom Streets. Today, the generating capacity of the Dallas Power & Light Company has risen from the 5,800 Kilowatt Figure in 1907 to 1,131,000 Kilowatts in its four generating plants, the latest of which was recently put into operation at North Lake.

## Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

**1893** Sparkman-Brand  
Inc. Morticians

Originally, Loudermilk,  
Broussard and Miller

**1896** Briggs-Weaver  
Machinery Co.

Industrial Machinery  
and Supplies

**1902** Cullum &  
Boren

Red Fox Athletic Uniforms  
Wholesale and Retail Sporting Goods

**1898** Praetorian Mutual  
Life Ins. Co.

(Formerly The Praetorians)

**1903** Smith's Detective  
Agency

Burglar Alarm, Fire Alarm  
Radio Patrol Service

**1907** A. C. Horn &  
Company

Commercial and Structural  
Sheet Metal

**1907** Smith-Perry  
Electric Co.

Wholesale Electric Supplies

**1908** Pure Ice & Cold  
Storage Co.

Cold Storage

**1911** W. W. Overton  
& Co.

Investments

**1914** Texas Employers  
Insurance Ass'n.

Workmen's Compensation  
Insurance

**1915** Dallas County  
Physicians &  
Nurses Registry

Licensed and Bonded



## Bock Construction Company

Dallas 15, Texas

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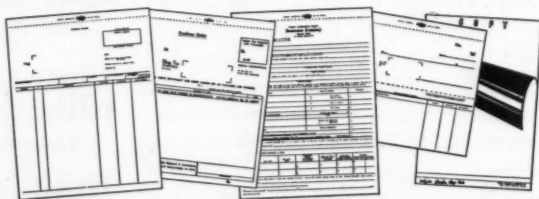
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## State Fair Musicals

(Continued from page 61)

"Holiday in Japan" is the enormously successful Japanese revue that has been the hit of the current season in Las Vegas. The show brings to this country the cream of the crop of all the entertainers in Japan. Even more top acts will be imported for the Dallas engagement, which will put a company totaling some 70 performers on the Music Hall stage. Billed as an "Oriental Musical Fantasy," the revue has been playing at Las Vegas' New Frontier Hotel. It sets off modern Japan against the rich and splendid trappings of ancient Nippon. The show is rife with music, comedy and spectacle, with lavish costuming and scenery.

"Fiorello!" (with an exclamation point!) is one of Broadway's currently most popular musical comedy hits, new in New York this season, and the winner of this year's Pulitzer Prize. It is, of course, the story of New York City's popular former Mayor Fiorello H. LaGuardia, who was Gotham's mayor from 1934 to 1945. Dealing with LaGuardia's more youthful years, the show has all the ingredients of successful musical comedy, but is essentially a simple, appealing profile of the much-loved "Little Flower." The Musicals is justifiably proud of getting "Fiorello!" for its 1960 season before the show has even run a year on Broadway.

The final show of the Musicals season presents the "world's most glamorous grandmother," Marlene Dietrich, in what is essentially a one-woman performance a la the hit of last summer's Musicals season, "An Evening With Maurice Chevalier." La Dietrich was a sensation when she made her debut in her highly successful supper club act in Las Vegas a season or so ago.

"The Blue Angel" has currently been on a worldwide tour which has taken her from Rio de Janeiro to Berlin. She will bring to Dallas the "million-dollar wardrobe" which was the occasion for so many "oohs" and "ahs" in Las Vegas. Her show in Dallas will include many of the

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songs she has made internationally famous as a screen star of the first magnitude over the course of a distinguished career.

The Musicals 1960 season is in keeping with its national reputation for doing things on a large and elaborate scale. The summer shows were inaugurated in 1941 as a civic endeavor to provide a full program of summer entertainment for visitors and home folks alike. Since then, the Musicals have become known far and wide as one of the most outstanding summer theater operations in the nation today. And as a top civic enterprise, the Musicals rank well in the forefront of Dallas assets.

The history of the Musicals provides some imposing theatrical statistics. During the first eighteen seasons, a total of 138 productions of some 87 different shows and attractions has been presented, with 1,393 scheduled performances. Total attendance during the season has run as high as 200,000. Patrons come from all over the Southwest, with a great number coming from outside the immediate Dallas area.

State Fair Musicals Inc. is organized as an independent, non-profit institution, and is part of the operations of the State Fair of Texas. R. L. Thornton Sr. is president of the Musicals and chairman of the executive committee. James H. Stewart is executive vice president and general manager and Meeker is in charge of the Musicals as vice president and managing director.

Season tickets for the Musicals will remain on sale at the State Fair Downtown Box-office, 1315 Elm Street, through the run of the first show, which closes June 26.

All season ticket purchasers are added to the Musicals priority list, which gives them special privileges such as being able to renew their same seat locations for the Musicals summer after summer. They also have priorities on their same seat locations for corresponding performances of the Music Hall attraction during the State Fair of Texas each October. This year the State Fair show will be "Flower Drum Song," which will run October 7-23.

The State Fair box-office this year also has on sale tickets for the Casa Manana Musicals in Fort Worth, which is presenting a summer season of seven shows, including "Gentlemen Prefer Blondes," "Kismet," "Bells Are Ringing," "Rosalinda," "Kiss Me, Kate," "Li'l Abner" and "South Pacific."

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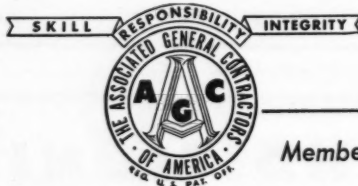
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